



JOB DESCRIPTION

INFORMATION

Job Title:	<i>Project Manager</i>	EEOC Job Classification	Professionals
		FLSA Classification	Non-exempt
Department:	Seminary Marketing	W/C Classification	8868 – Administration/faculty
Reports To:	Director of Marketing	Effective Date	1/12/2022

SUMMARY

Advance the mission and vision of TMUS by understanding, nurturing, and growing awareness and loyalty through the monitoring and execution of intentional content and meaningful engagement in both an online and on-campus capacity. The Project Manager monitors CTA response rates, social media engagement, and email click rates. This includes planning and coordinating with content producers and web developers. He/she will develop reports and strategies in response.

ESSENTIAL JOB FUNCTIONS

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Manage content schedule
- Schedule social media posts
- Monitor analytics and make adjustments to improve engagement, reach, and overall effectiveness
- Organize email calendar and acquire needed copy and design assets
- Facilitate the planning and monitor the execution of special events
- Serve as liaison to other departments
- Performs other related duties as assigned.

QUALIFICATIONS

- Has a personal relationship with Jesus Christ and a demonstrated commitment to the doctrinal position of TMUS and a continuous exhibition of a desire to minister and serve others in varied capacities.
- Demonstrated ability to establish and maintain effective working relationships with staff, faculty, vendors, students, &/or community members of diverse academic, socio-economic, cultural, & ethnic backgrounds.
- Excellent written and verbal communication skills
- Strong organizational and interpersonal skills
- Service oriented with strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community.
- Exercise confidentiality, good judgment and discernment.
- Knowledge of HTML and web publishing
- Familiarity with Twitter, Instagram, and Facebook.
- Experience working on a marketing, communications or advertising team.
- Grasps an appropriate balance of both creative and analytical marketing.
- Able to develop and consistently execute style that reinforces brand values.
- Must successfully pass a background investigation.

SUPERVISORY RESPONSIBILITY

- This position has no supervisory responsibilities.

EDUCATION AND EXPERIENCE

- Bachelor's degree or equivalent experience.
- At least three-years' experience in a creative field.
- Proficient in Microsoft Office Suite or similar software.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.
- This position requires the ability to occasionally lift office products and supplies, up to 30 pounds.
- No travel with overnight stay expected.

ADDITIONAL INFORMATION

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

The Master's University & Seminary does not discriminate on the basis of race, color, national origin, ancestry, gender, age, marital status, veteran status or prior military service, medical condition, or any physical or mental disability. We are committed to practicing principles of equal employment opportunity and diversity based upon sovereign Biblical principles.