



# JOB DESCRIPTION

## INFORMATION

<b>Job Title:</b>	<i>Content Marketing Specialist</i>	<b>EEOC Job Classification</b>	Professionals
		<b>FLSA Classification</b>	Non-exempt
<b>Department:</b>	Seminary Marketing	<b>W/C Classification</b>	8868 – Administration/faculty
<b>Reports To:</b>	Director of Marketing	<b>Compensation</b>	TBD

## SUMMARY

Advance the mission and vision of TMUS by strategically planning, day-to-day creation, and execution of website, blog, and email content that attracts, engages, and delights our target audiences. Will also research and develop an SEO strategy and execution plan that is realistic, thoughtful, and impactful. Monitor website, email, and lead generation analytics, and make adjustments to improve engagement, reach, and overall effectiveness.

## ESSENTIAL JOB FUNCTIONS

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

- Strategic planning for website, blog and email content.
- Create content for blog, website, and email daily
- Research and develop an SEO strategy
- Organize email calendar and acquire needed copy and design assets
- Monitor website, email, and lead generation analytics.
- Collaborate on messaging and brand strategy and create written content for promotional resources
- 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.
- Develop and constantly execute style reinforcing brand values.
- Exercise confidentiality, good judgment and discernment.
- 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 marketing, communication or advertising team.
- Knowledge of HTML and web publishing.
- Familiarity with Social Media platforms such as; Twitter, Instagram, and Facebook.
- 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.