

Position Description for Online Media Specialist

Classification:

PT/non-exempt; remote work

Salary Grade/Level/Family/Range:

Hourly rate; \$20/hour

Position Title:

Online Media Specialist

Reports to:

Senior Director of Communication

Date Created/Revised:

November 2020

Mission of Position:

This position oversees everything that has to do with Phillips' social media reputation. From advertisements that go on social media networks, to handling updates to the website, to preparing analytics reports, or maintaining accounts on social media sites, this position is key to the seminary's online presence. The Online Media Specialist has primary responsibility for representing Phillips Theological Seminary through online platforms. There will be an expectation for this individual to collaborate with leadership and portray Phillips' services on social media platforms to expand our brand, elevate our image, recruit students, and develop donors.

Essential Functions:

- Running institutional online advertising campaigns.
- Formulating high-quality, novel written and visual content for each online campaign and the website.
- Building a social media presence by maintaining a solid online presence.
- Monitoring the company's brand on social media.
- Building brand awareness by engaging relevant influencers.
- Managing our website and online communities to ensure respectful and appropriate engagement.
- Responding to comments on each of our accounts.
- Overseeing customer service provided via social media.
- Analyzing data to determine whether social media campaigns have achieved their objectives.

Competencies:

- Knowledge of Microsoft Office 365, Word, Excel, Teams, WordPress, Facebook Business, Twitter, Instagram, Google Ads, Canva, and Adobe Creative Suite.
- Excellent interpersonal/written communication skills
- Acute attention to detail
- Sensitivity to working in a multicultural and very diverse setting

- Strong organizational skills with the ability to prioritize, think creatively and strategically, and meet deadlines
- Ability to work independently and as a member of a team with emphasis on collaboration and tact; professionalism, confidentiality and flexibility are critical to success in this role
- Creating and maintaining client relationships and managing processes
- Proficient in marketing research and statistical analyses

Supervisory Responsibilities:

None

Work Environment:

This position requires an independent and creative self-starter with great attention to detail. The work environment will be created by the candidate but needs to be conducive to productivity with timely response to connects from Phillips employees and supervisor.

Position Type/Expected Hours:

This position is part-time with the expectation that the workload will consistently require between 20-25 hours of time per week.

Travel:

No required business travel; however, must be willing to travel onsite to meet with supervisor and others at Phillips when necessary. Employee will be compensated for time to travel to and from meetings with Phillips administration.

Required Education/Experience:

- Bachelor's or master's degree in marketing or a related field or equivalent work experience and portfolio
- Proven working experience in digital marketing, particularly within the industry
- Demonstrable experience leading and managing SEO/SEM, marketing database, and social media advertising campaigns
- Solid knowledge of website and marketing analytics tools (Google Analytics, NetInsight, Omniture, WebTrends, SEMRush, etc.)
- Working knowledge of ad serving tools
- Experience in setting up and optimizing paid campaigns on major search engines
- Working knowledge of HTML5, CSS, and JavaScript development and constraints

Other Duties:

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. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Duties, responsibilities, and activities may change at any time with or without notice.