

Position Description for Online Media Specialist

Mission of Position:

This position works directly with 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.
 - Support internal programs, departments and centers with training to maintain their areas of the website
 - Support campaign creation and implementation for internal programs, departments and centers
 - Support or assist external partners and causes.
- Formulating high-quality, novel written and visual content for each online campaign and the website.
 - Taking, editing and producing digital photos
 - Using Canva, Photoshop, Pixelmator Pro (or similar) for image creation
 - Writing compelling text that uses the Phillips mission/vision to tell the seminary's story
 - Assign and track internal program centers with web content, web page support, and campaigns.
- Building a social media presence by maintaining a solid online presence.
 - Bring a unity to social media and website look and feel
 - Create a master online media calendar that includes all campaigns
 - Ensure online materials are regularly updated.
- Monitoring the company's brand on social media.
 - Track mentions and engagements
 - Follow up on negative comments, reviews, posts
- Building brand awareness by engaging relevant influencers.
 - Identify influencers following Phillips
 - Create and implement engagement plan (sponsorship, appearances, other support).
- Managing our website and online communities to ensure respectful and appropriate engagement.
 - Monitor for mentions and engagement

- Implement guidelines for engagement
 - Assist others in the institution with guidelines for engagement.
- Responding to comments on each of our accounts.
 - Create automated responses where appropriate
 - Understand blocking and banning guidelines
 - Route questions from commenters to appropriate office.
- Overseeing customer service provided via social media.
 - Provide a response to legitimate queries within 24 business hours
 - Route online queries and responses to appropriate office
 - Follow up online to gauge and track customer satisfaction.
- Analyzing data to determine whether social media campaigns have achieved their objectives.
 - Understand objectives of each campaign
 - Create charts and narratives to report objectives
 - Recommend shift in campaigns to meet objectives
 - Use SEO analytics to help meet objectives.
- Establishing and managing media campaign budgets, including tracking spending by project codes.
 - Identify cost benefit of campaigns
 - Create regular reports on campaign and project spending.
- Providing general office administrative support as needed.
 - Credit card reconciliation reporting
 - Maintaining login and password account information
 - Be a presence in the office during regular office hours
 - Represent the department in meetings
 - Be prepared to take notes and offer reports on meetings.

Competencies:

- Creativity combined with curiosity
- Fluency in Microsoft Office 365 and its apps, WordPress, Tik Tok, Meta 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 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.

Required Education/Experience:

- Bachelor's or master's degree in multimedia production, public relations, marketing or a related field or equivalent work experience and portfolio
- Proven working experience in digital marketing, particularly within theological education
- 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 online campaigns
- Working knowledge of HTML5, CSS, and JavaScript development and constraints