



Marketing & Communications Manager

FLSA Classification:

FT/exempt

Salary Grade/Level:

A16

Position Title: Marketing & Communications Manager

Reports to: Senior Director of Communications

Date Created/Revised: September 2024

Phillips Theological Seminary offers theological education dedicated to learning the way of Jesus in order to cultivate vital congregations, communities, conversations, and the public good. The seminary is affiliated with the Christian Church (Disciples of Christ). Located at the convergence of the Creek, Osage, and Cherokee Nations, and just minutes east of the Greenwood District of Tulsa, Okla., better known as Black Wall Street. Phillips is committed to justice initiatives and relational solidarity. We are committed to diversity, interculturality (e.g., Africana, Latinx, Asian, and Indigenous American communities), and justice with attention to the social realities of race, class, ethnicity, gender, and queer expressions of the human experience.

Summary/Objective:

The Marketing & Communications Manager tells the story of Phillips Theological Seminary. That storytelling includes the development of public relations and marketing campaigns that align with the mission and vision of the seminary in its messaging to key publics. The Marketing & Communications Manager holds the primary responsibility for tracking and analyzing campaigns and resource usage, working closely with the Senior Director of Communications. The individual collaborates with multiple departments, individuals, and leaders to portray the mission and programs of the seminary in a way that expands awareness of the institution, elevates its image, recruits students, and develops donors.

Essential Functions:

- **Public Relations Management:**
 - Develops and executes public relations strategies and tactics to enhance visibility and promote the seminary's initiatives with key publics.

- With the Senior Director of Communications, manages news releases, media relations, and campaign strategies. Crafts tailored messages for multiple media platforms, coordinating with denominational communicators and traditional media for coverage. Monitors media mentions and public perceptions.
- **Promotional Strategy and Implementation**
 - Works with the Senior Director of Communications and department leaders to define primary seminary audiences and their needs based on alignment with the overall mission and strategic goals.
 - Designs promotional strategies and campaigns to reach key audiences with defined messages and oversees content creation. Manages the institution's content calendar, ensuring timely and relevant content distribution.
 - Utilizes the seminary website, email, digital and social media, paid advertising, and other channels to build engagement and meet goals for response rates and conversion.
 - Plans and manages external communications for seminary events, including coordination with key seminary staff, external partners, vendors, marketing of events, and post-event analysis.
 - Utilizes analytics tools to provide insights and optimize marketing efforts. Presents findings in regular reports to the Senior Director of Communications and seminary leadership.
- **Resource Management**
 - Administers budgeting, scheduling, and resource allocation for media, public relations, and marketing projects. Prepares annual and project budgets, negotiates with vendors and service providers, and ensures resources are used efficiently across projects.
- **Performs miscellaneous job-related duties as assigned.**

(Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.)

Competencies:

- Creativity combined with curiosity
- Fluency in Office 365 and its apps, Canva, WordPress, TikTok, Meta Business, Twitter, Instagram, Google Ads, Canva, Microsoft Ads, Adobe Creative Suite and similar platforms
- Excellent interpersonal/written communication skills
- Skilled at negotiation, planning, and budgeting with 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
- Ability to promote positive working relationships within the department, the seminary, and the partner/vendor community
- Proficient in marketing research and statistical analyses

Supervisory Responsibilities:

- No supervisory responsibility

Work Environment:

This position requires an independent and creative person who identifies what work is needed before being asked with great attention to detail. The work environment requires self-management and must be conducive to productivity with timely response to Phillips employees and supervisors.

Physical Demands:

The work environment is an office setting and includes use of standard office equipment, such as computers, phones, photocopiers, and filing cabinets. The position may require lifting or carrying of audio/video equipment, exhibit booth gear, promotional materials, and printed matter. The preferred candidate must be able to complete all physical requirements of the job with or without a reasonable accommodation.

Position Type/Expected Hours:

This position is full-time and requires 40 hours per week with occasional evening and weekend hours for special events or to meet deadlines. This position is onsite at the Tulsa office.

Travel:

Occasional travel may be required to support major events and for remote content production.

Preferred Education/Experience:

- Degree in marketing, public relations, multimedia management, multimedia journalism, or a related field or equivalent work experience and portfolio
- Proven working experience in digital multimedia content campaigns and management
- Demonstrable experience leading and managing groups of people in the creation of excellent digital, print, and storytelling content
- In-depth knowledge of public relations, communications strategies, digital marketing, analytics, and social media platforms
- Experience in higher education and graduate theological education settings preferred.

EEO Statement:

Phillips is an ecumenical seminary of the Christian Church (Disciples of Christ). We are approved by the University Senate of the United Methodist Church. Phillips Theological Seminary is an equal employment opportunity employer that complies with all federal, state, and local equal employment opportunity laws, including Title IX of the Education Amendments of 1972 and Title VI of the Civil Rights Act of 1964. The seminary does not discriminate against employees or applicants base on race, color, national or ethnic origin, alienage and citizenship status, marital status, age, sex, gender (including gender identity and expression), sexual orientation, genetic information, pregnancy, disability, military status, or religion. The seminary’s commitment to equal opportunity extends to all aspects of the employment relationship, including hiring, promotions, training, working conditions, compensation, and benefits.

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 for this position. 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.

Signature:

Employee signature below constitutes the employee’s understanding of the requirements, essential functions, and duties of the position.

Employee: _____ **Date:** _____