



Marketing Coordinator

The Marketing Coordinator provides the primary level of support for the Marketing Department, facilitating the creation and organization of marketing initiatives. Content is king! Help bring our brand to life, connect with our community and entice students to attend. Focus on copywriting, content creation, providing insight and analytics, and organizing creative assets.

Act as a creative services resource to our internal and external clients, including the SFTS faculty and administration, toward our institutional goals around Advancement, Enrollment Management and the Center for Innovation in Ministry.

Essential Duties and Responsibilities:

Social Media Content & Analytics

- Collaborate with Marketing team to contribute social media content, including copywriting and image selection
- Create and present regular social media analytics reports, and provide insight for improvement
- Research and identify additional relevant platforms on which the Seminary should maintain a presence.

Email Outreach/InReach

- Collaborate with Communications Manager to contribute written content and help select imagery
- Maintain email lists for our target audiences; collaborate with Database Manager for accurate list management.
- Monitor and disseminate inbound emails from campaigns and website—info@sfts.edu and socialmedia@sfts.edu in a professional and polished manner

Public Relations

- Support Director of Marketing in development, writing and posting of press releases to trade and consumer publications
- Manage Media Relations and maintain Media Relations list

Website Content & Analytics

- Collaborate with Director of Marketing and Communications Manager to contribute content, including copywriting and imagery
- Create and present regular website analytics reports, and provide insight for improvement for SEO



Media/Communications Monitoring

- Monitor news relating to the Seminary daily, and disseminating internally as appropriate.
- Manage the archival process of news items relating to the Seminary and posting news on website and social media, and/or filing for use in future *Chimes* issues.

Asset Organizational Management

- **PRINT:** Develop and maintain internal tracking systems for all print materials including inventory, specifications (printer, cost, paper type, digital files).
- **DIGITAL FILES:** Develop and drive cloud-based file management system; train and maintain in collaboration with team members.
- **PHOTOGRAPHY/VIDEO:** Develop and maintain file management system for all photography and video assets. Assure that photography and video assets are securely archived.
- **SWAG:** Maintain, organize and track supply, and re-order when necessary.

Other Responsibilities

- Obtain final approval form Director of Marketing for all electronic and print marketing and communications materials prior to production.
- Other duties as assigned by the Director of Marketing and/or Vice President for Enrollment Management.

Qualifications

- 3-5 years related experience excelling in Marketing Role
- Strong proficiency with Google Analytics
- Excellent writing and editing skills
- “Strong eye” for detail and basic graphic design skills
- Proficient using WordPress, Hootsuite, MailChimp, Dropbox, and Microsoft Office
- Adobe Creative Suite a plus.
- Sophisticated oral communication skills, as well as social media savvy
- Organized and accurate
- Flexible, team player with a sense of humor
- Creative problem solver with a can-do attitude
- Bachelor’s degree from four-year college or university

“Our ideal candidate has stellar writing skills, is technologically savvy, plays well with others, manages deadlines like a boss, and rocks their job hard.”

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this Job, the employee is regularly required to sit;



San Francisco
Theological Seminary

use hands to finger, handle, or feel and talk or hear. The employee is frequently required to reach with hands and arms. The employee is occasionally required to stand; walk; climb or balance and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 40 pounds. Specific vision abilities required by this job include Close vision, Peripheral vision, depth perception and ability to adjust focus.

Please send a Resume and Cover Letter to JOBS@SFTS.EDU

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