**Position:**
Marketing & Communications Coordinator

**Department:**
Community Engagement and Alumni Relations

**Grade:**
Part-Time

**Status:**
Non - Exempt

**Supervisor:**
Director of Marketing and Communications

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**JOB SUMMARY**

The Marketing & Communications Coordinator, under the general direction of the Director, will organize/coordinate the efforts of the MARCOM office to support McCormick Theological Seminary’s marketing and communication objectives.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Collaborates with the Director and other Marketing & Communications (MARCOM) staff to ensure brand consistency.
2. Communicate efficiently and effectively with our students, alumni, faculty, staff and community at large.
3. Brainstorm ways to innovate our communication and marketing efforts with the department.
4. Create event graphics for McCormick Theological Seminary that align with McCormick’s Style Guide.
5. Draft and schedule weekly email blasts.
6. Assist with gathering materials for monthly newsletters.
7. Manage minutes for monthly Communication Circle meeting.
8. Update the McCormick Community Calendar.
9. Assist with providing direction for consultants/contracted workers.
10. Oversight of social media manager and communication plan
11. Performs necessary administrative functions such as reports and correspondence.
12. Evaluates and monitors effectiveness of programs/services and identifies problems, recommends improvements and institutes changes.
13. Performs related duties as required.

**KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:**

1. Strong organizational, communication and administrative skills demonstrating the ability to manage complex projects and multiple tasks. Fluency in social media and communications technology and the ability to participate in a team approach is essential. This position requires great flexibility and may involve some cross-departmental training and duties.
2. Knowledge of Constant Contact.
3. Knowledge and fluency in graphic design and Adobe platforms is highly desirable.
4. The ability to work with limited supervision and effectively relate to diverse groups of people, including faculty, administration, students, alumni/ae, trustees, church, denominational, ecumenical and interfaith lay and clergy leaders.
5. A bachelor’s degree is required. Experience in marketing, communications and public relations is highly desirable.
GENERAL REQUIREMENTS:

1. Awareness of the Seminary's multi-cultural environment with the ability to distinguish diverse characteristics and to work accordingly.
2. All employees are required to assist, where needed, at Seminary-wide events.
3. All employees shall avoid even the appearance of conflict of interest, special interest or any other inappropriate conduct.
4. Information regarding students and employees must remain confidential. Individuals who break confidentiality are subject to dismissal.

This description contains information and facts considered necessary to describe and evaluate this job fairly and equitably. This document should not be considered as a detailed description of all the work requirements performed, but as an indication of the duties and levels of skills required.