



**Position:** Coordinator of Marketing for Montreat College Adult and Graduate Studies

**Supervisor:** Director of Admissions and Marketing

**Location:** Asheville, Full-Time

**Summary:**

- Are you highly motivated with an energized and go-getter outlook?
- Are you an independent, savvy self-starter with a knack for digital marketing?
- Are you an out-of-the-box thinker with an eye for design?
- Ready to join a close-knit team where trust and respect is shared?

If you said “yes,” then this position may be the job for you.

**The Duties and Responsibilities of this position are as follows:**

**Coordinates Marketing**

- Develops engaging, cutting edge digital and printed marketing strategies that target prospective students
- Builds captivating brand presence on social media platforms (Facebook, Instagram, LinkedIn)
- Provides compelling copy and editing for all print, digital, and radio campaigns
- Creates detailed instructions or mock-ups for print and web marketing plans
- Gives detailed reports on all digital marketing efforts to determine ROI and optimize performance
- Manages financial planning for all advertising expenses
- Conducts target market research and competitive analysis

**Assist in Admissions & Recruitment Efforts**

- Serves as a Montreat College brand ambassador in the community
- The successful candidate will affirm and support the Mission, Vision, and Statement of Faith of Montreat College as found here: <https://www.montreat.edu/about/mission/>
- Coordinates and supports events as needed
- Conducts student and alumni interviews

**Knowledge, Skills and Abilities/Competencies:**

- Bachelor's degree required
- Proficient in Adobe Creative Suite (InDesign, Illustrator, and Photoshop), Microsoft Office 365, Google G Suite applications, Constant Contact, and email drip campaigning
- Excellent in customer service with a desire to patiently encourage, listen to, and support students
- Collaborates across departments and communicates effectively (verbal and written) to a range of individuals
- CRM experience (e.g., Salesforce), scriptwriting, and video editing in Adobe Premier or Final Cut Pro is a plus
- Other duties as assigned

**Management Preferences:**

- Embraces a fast-paced environment, while strategically adjusting priorities
- Receptive to direction and guidance
- Eager to learn, grow, and exceed individual and departmental goals

**Application Requirements:**

Review of applicants will begin immediately and continue until the position is filled. Candidates are requested to send the following materials to [jim.paden@montreat.edu](mailto:jim.paden@montreat.edu):

- Completed [application](#)
- 150-word response as to “Why am I the right candidate for this position”
- Professional Resume
- Cover letter
- Personal testimony of salvation
- List of three professional references

**About Montreat College:**

Montreat College is a Christian liberal arts college accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to offer masters, bachelors, and associates degrees. The main campus is located in the Blue Ridge Mountains fifteen miles east of Asheville, North Carolina, a region recognized as one of the most attractive living environments in the United States. Satellite campuses in Asheville, Charlotte, and other sites supplement the main campus. The College is committed to Christ-centered teaching and learning, and is a member of the Council for Christian Colleges & Universities.