



**Position:** Coordinator of Marketing & Communications

**Location:** Montreat, NC

Montreat College is seeking a highly skilled communicator to join a team of dedicated marketing and communications professionals. Applicants must have a talent for writing and editing, possess versatile experience on all areas of the marketing and communications spectrum, have a passion for serving future and current students in their educational journey, and embrace principles that align with the college's vision to be a leader in Christ-centered higher education regionally, nationally, and globally. Excellent writing skills and working knowledge of AP Style are required to write and distribute news releases and compose stories for *Reflection* magazine. The incumbent must have the ability to prioritize multiple projects and experience using social media to achieve marketing objectives. Occasional evening and weekend work is required to support college events.

Be prepared to hit the ground running, think strategically and creatively, show off your writing skills, and take on multiple projects.

A qualified candidate will have a personal commitment to Jesus Christ and affirm and support the [vision, mission, statement of faith, and community life covenant](#) of Montreat College.

### **Summary:**

This 12-month, full-time, exempt position reports to the Executive Director of Marketing & Communication.

- Serves as the primary content writer for internal and external communication efforts of the college, including copywriting for all mediums, media relations, marketing and public relations

### **Duties and Responsibilities:**

- Ensure consistency of clear, vision-focused messaging across all college communication
- Serve as lead writer and copy editor
- Write content and manage creative process for a variety of publications, such as admissions materials, advancement and alumni relations pieces, the website, conference programs, and the college biannual magazine, *Reflection*

- Create and execute PR strategy
- Write press releases and website content
- Write copy to promote events, such as concerts, special lectures, ribbon cuttings, etc.
- Post to the college's official social media accounts ensuring the social media strategy is aligned with overall communication goals
- Collect submissions and distribute two weekly newsletters for faculty and staff and students
- Proofread and edit content produced by other team members and stakeholders to ensure adherence to brand standards and AP and internal style guides.
- Support some central team operational needs, including budget/resource tracking and invoice management
- Set up and send emails through Constant Contact
- Manage 2+ student workers who write content for blogs, *Reflection*, and complete other MarComm tasks as needed
- All other duties as assigned

#### **Personal Attributes and Skills:**

- Christian faith and a commitment to the mission of the college
- Capacity to think critically and to communicate in an articulate and persuasive manner
- Excellent organizational skills; ability to prioritize and handle multiple projects in order to meet deadlines
- Aptitude for organizing, evaluating and editing information
- Excellent written and oral communication skills
- Ability to work independently and manage multiple tasks simultaneously
- Calm demeanor under pressure and deadlines
- Close attention to detail
- Team player with demonstrated interpersonal skills

#### **Education and Experience:**

#### **Minimum Qualifications:**

- Experience in writing for general audiences, using preferred media writing styles for print, web, social media outlets
- Bachelor's degree in English, communications, journalism or other related field or an equivalent combination of education and experience
- Experience creating imaginative and persuasive content using strong editorial and promotional writing skills
- Marketing collateral development/copywriting experience
- Familiarity with public relations strategies
- Demonstrate ability to relate complex concepts, themes, and ideas into written word in a clear, concise, and understandable language
- Experience employing discretion in handling sensitive information

- Skills to prioritize workload to manage multiple deadlines and assignments with high production of output
- Experience working with editors and writers, graphic designers, and web editors
- Interpersonal and oral communication skills to work effectively with a variety of people to set up interviews for stories, gather information from interview subjects, and integrate feedback on written work from multiple stakeholders
- Experience interviewing diverse subjects with diplomacy for profile stories and verifying factual accuracy of information through basic research
- Outstanding grammar, spelling, punctuation, writing, editing, and proofreading skills with ability to identify the needs for shifts in voice, message, etc., to fit a particular audience, medium, and purpose; proven record of success and ability to recognize, adopt, and adhere to brand standards, voice, and tone
- Strong capacity for working both independently and collaboratively in a fast-paced and rapidly changing environment

#### Preferred Qualifications:

- Experience working for a higher education institution, preferably in marketing, admissions, or advancement
- Experience establishing and maintaining productive working relationships with campus constituencies
- Familiarity with Microsoft Office, e-mail and scheduling programs, Adobe Creative suite, Constant Contact, Hootsuite, and web content management systems
- Demonstrated success with effective marketing and advertising principles and publishing practices
- Experience writing web content and familiarity with search engine optimization (SEO)
- Continuing studies in digital marketing or related topics

#### Application Requirements:

Completed [application](#)

Cover letter

Resume

Portfolio of recent copywriting work

Statement of Christian faith

3 professional references

Send to:

Montreat College

c/o Sara Baughman

P.O. Box 1267

Montreat, NC 28757

Or by email: [sara.baughman@montreat.edu](mailto:sara.baughman@montreat.edu)

**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 associate 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.