Content Marketing Specialist - Carolina Cyber Center

Montreat College's award-winning, cutting-edge and visionary cybersecurity program prepares students to solve the cybersecurity issues and concerns faced today in many corporate and government environments. Montreat College is actively engaged in developing government, industry, and educational partnerships in the field of cybersecurity. In addition to a traditional on-campus program, and a global online program, Montreat College established the Carolina Cybersecurity Center to focus on continuing education training (including an innovative workforce development program), providing regional cybersecurity services, and developing public/private partnerships to advance the "state of practice" in cybersecurity.

We are looking for a savvy content marketing specialist to guide and develop the content creation process for the Carolina Cyber Center. As a content specialist, you will be required to research and define desired target audiences, manage the content creation and publishing process, and monitor prospective student, customer, and content metrics. We are looking for candidates who possess the ability to think both creatively and analytically. Content Marketing Specialist duties include producing and publishing content, writing, editing and proofreading, formulating content strategies

To ensure success as a content specialist, you should show a keen eye for detail and be highly creative. A skilled content specialist should be expert storytellers and possess excellent knowledge of consumer and content trends.

Location: Montreat, NC or Remote

Start Date: Negotiable

Reports to: Vice President for Marketing & Communications

Summary: Content Marketing Specialist leads in the assessment of marketing strategies, tools, processes, and actions in order to effectively shape, advertise, and market products and services provided by Carolina Cyber Center.

Content Marketing Specialist Responsibilities:
- Write, edit and proofread content for web, email, social media, and other communication and marketing platforms.
- Formulate a cross-platform content strategy.
- Brainstorm with team members to develop new ideas.

- Build a following on social media.
- Provide editorial, creative and technical support to team members.
- Oversee branding, advertising, and promotional campaigns.
- Track web analytics to ascertain content engagement levels.
- Manage content across all platforms, including email and social media.
- Research content and consumer trends to ensure that content is relevant and appealing.
- Develop content strategies to effectively reach the desired target audience and marketing goals.
- Create content for a variety of platforms including blogs, websites, and social media.
- Ensure that SEO and SMO strategies are effectively implemented.
- Manage content calendars and ensure that the content remains consistent across all platforms.
- Collaborate with the Montreat College MarComm team consisting of writers, graphic designers, videographers, etc.
- Track consumer and content analytics and generate reports and presentations.
- Keep up to date with content trends, consumer preferences, and advancements in technology.
- Manage marketing and communication strategies and tactics to convert leads into Academy students or C3 clients.

Content Specialist Requirements:
- Bachelor's degree in journalism, marketing, communications, or similar.
- A minimum of three years of experience in content creation, marketing, communications, or similar.
- A portfolio of published work.
- Experience using an Email Delivery System like Constant Contact, Delivra and MailChimp.
- Familiarity with content management systems such as WordPress, Drupal, and Joomla.
- Excellent computer skills with MS Office and Google Suite.
- Good knowledge of various content platforms such as social media, blogs, and print media.
- Strong understanding of content practices such as SEO, SMO, and PPC.
- Proficiency in electronic marketing automation software such as HubSpot, Marketo, or Salesforce Marketing Cloud.
- Extensive knowledge of marketing strategies, channels, and branding.
- Creativity and the ability to develop original content.
- Ability to develop content that provokes engagement.
- Exceptional analytical and problem-solving skills.
- Strong time management and organizational abilities.
- Excellent written and verbal communication skills.

Application Requirements/How to Apply:

Review of applicants will begin immediately and continue until the position is filled. The following materials should be submitted for consideration:

- Complete Application https://www.montreat.edu/about/job-openings/application/

- Letter of Application
- Resume
- Statement of Faith

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. https://www.montreat.edu/about/mission/

Send materials electronically to:

Sara Baughman, VP for Communications & Marketing
Montreat College
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 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.

The Carolina Cyber Center began as a vision from Dr. Paul Maurer, President of Montreat College, in 2018 to leverage the tremendous progress Montreat College made with its cybersecurity education program (e.g., 50+% enrollment growth, highly qualified/experienced professors, CAE designation from NSA/DHS, MOU with the U.S. Army). Initial funding for C3 was provided by Montreat College and in 2019 the State of North Carolina provided additional funding. The Center's vision is to be a national demonstration resource for developing community cyber awareness, ethical cybersecurity professionals, and public/private partnerships to advance the "state of practice" in cybersecurity.