POSITION VACANCY
Westminster College

Content Marketing Specialist

Westminster College, a selective liberal arts college located in New Wilmington, Pennsylvania, seeks a creative team member with superior storytelling skills. The successful candidate will be responsible for the voice and look of all materials designed to engage prospective students and their families, including print and online materials. This is a new position reporting to the CIO/Associate Dean for Library & Information Services.

Primary Responsibilities

- Researches, writes, edits and rewrites content in all channels aimed at prospective students and their families, including web pages, postcards, brochures, press releases, news coverage, social media campaigns, videos and email marketing.
- Designs and produces creative and engaging marketing materials, setting editorial, production and printing schedules; works closely with other writers, designers, and printers to ensure that publishing deadlines are met.
- Ensures all materials aimed at prospective students and their families is on-brand, creative, consistent and adapted appropriately to various media channels.
- Seeks out Westminster stories and images through regular and consistent interaction with campus faculty, staff, and students; ensures that content in all channels is relevant and up-to-date.
- Uses market research to develop effective, engaging materials that will drive student recruitment and promote the College’s brand and reputation.
- Assists with other Office of Marketing and Communications efforts as assigned

Qualifications

- Bachelor’s degree in communications, journalism, marketing, public relations or related field.
- Ability to conceptualize, write and edit, accurate and concise content for prospective students and their families. Knowledge of AP Style is preferred.
- Knowledge of how to contact sources, conduct interviews and manage stakeholder expectations.
- Familiarity with Photoshop and InDesign.
- Experience as a photographer and/or videographer is a plus, but not required.
- Ability to work on multiple projects simultaneously and to work under pressure with tight deadlines and/or changing circumstances.

To Apply

Interested individuals should submit a cover letter, resume, two writing samples, and the names and contact information for three work-related references to Kim Winfield, Administrative Assistant in the Office of Marketing & Communications by email to winfieka@westminster.edu. For full consideration, application materials must be received by May 19, 2018. An offer of employment is contingent upon the successful completion of background check. EOE