POSITION VACANCY

Marketing Specialist, Content Creation

Westminster College, a selective liberal arts college located in New Wilmington, Pennsylvania, seeks a creative team member with a passion for short-form video and superior writing skills to advance the College's strategic enrollment goals. The successful candidate will have primary responsibility for multi-channel digital advertising campaigns and will work closely with all members of Office of Marketing & Communication to ensure brand consistency across channels.

Primary Responsibilities

- **Web Content.** Write and design content for westminster.edu that celebrates the Westminster brand, is helpful to prospective students and families and promotes the institution's visibility in AI searches.
- **Short Form Video.** Create video content, including digital ads, that promote the College, are consistent with the Westminster brand, and appeal to prospective students and families for platforms such as TikTok, Instagram/Facebook and YouTube.
- **Analytics & Evaluation.** Use social media analytics to produce monthly reports on the effectiveness of marketing campaigns.
- **Additional Tasks.** The successful candidate will assist with other Office of Marketing and Communications efforts as assigned. Based on the individual's skills and interests, additional primary responsibilities could include writing for print collateral, photography or graphic design.

Qualifications

- Bachelor's degree in Communication, Marketing, Public Relations, English or a related field.
- Awareness of social media trends and demonstrated ability to create short form video.
- Exceptional writing skills and proven ability to edit and proofread documents.
- Proficiency with the Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro, etc.)
- Experience creating digital ad campaigns for social platforms preferred.
- Ability to analyze and interpret data social media and to make data-informed recommendations. Google Analytics/GA4 preferred.
- Ability to work effectively in a collaborative environment. Strong project management skills and the ability to independently manage multiple priorities simultaneously.
- Exceptional interpersonal skills, excellent listening skills and the ability to create and maintain working relationships with a diverse range of campus community members.

To Apply

Applicants from all backgrounds and recent college graduates are encouraged to apply. Interested individuals should submit a cover letter, resume, two writing samples and two short form videos (or a link to an owned social account or portfolio) to marketing@westminster.edu, as well as the names and contact information for three professional references. For full consideration, application materials must be received by **November 20, 2026**. An offer of employment is contingent upon the successful completion of PA Act 153 background checks.

Westminster College is an equal opportunity employer.