

POSITION DESCRIPTION

Website and Communication Coordinator, ACTS Seminaries

Position Summary

The Website and Communication Coordinator, under the direction of the Director of Marketing and Enrolment, will administer and implement the internal and external communication strategy of ACTS Seminaries. This position is responsible for the development, maintenance and optimization of the ACTS website, as well as the implementation of the CRM communication flow, print and social media communication and other marketing initiatives.

Performance Goals and Outcomes

The ACTS Website and Communication Coordinator is responsible for the following results.

1. **Website: Optimize the ACTS Seminaries website to capture, engage and funnel prospective students to connect with our admissions staff**
 - a. Participate in the strategic re-evaluation of the ACTS website structure and content, and re-build the website to effectively accomplish those strategic goals.
 - b. Monitor the operation, optimization and effectiveness of the ACTS website, providing ongoing maintenance and prompt problem-solving to ensure good functionality. Actively monitor ACTS online reputation.
 - c. Manage the input of content, ensuring that the website is up-to-date and accurate. This involves both direct content input and, where appropriate, facilitation for other ACTS staff who are responsible to upload content.
 - d. Recommend strategic initiatives to maximize utility of the ACTS website for general external awareness, recruiting prospective students and enhancing the educational experience for current students.
2. **Marketing & Communication: Accurately and effectively communicate the ACTS Seminaries educational brand and mission**
 - a. Liaise with ACTS seminaries, affiliates, students and partners to discover and articulate distinctive characteristics of the ACTS consortium. Participate in the marketing and branding efforts that seek to effectively communicate these features and benefits internally and externally.
 - b. Support design and production of marketing pieces for the general promotion of ACTS, as well as for specific programs where necessary. Coordinate with external vendors on the production of print materials, advertising and other promotional items.
 - c. Promote brand consistency and coordination of messaging in internal and external communications according to the ACTS brand guidelines and identity.
 - d. Write and/or edit copy for internal and external communication, including automated communication flow for prospective and current students, radio and print ads and internal ACTS communication materials.
 - e. Manage the automated and manual communication flow within the Salesforce CRM database system for prospective and current students.

- f. Develop and implement a social media communication strategy to utilize Facebook, Twitter, Instagram and other social media platforms.
3. **Character and Manner:** Functions at all times in a manner that exemplifies Jesus Christ in all on and off campus contacts. Works collaboratively to seek out participation from a variety of constituencies with the ACTS consortium. Lives out the servant leadership mission of the ACTS Seminaries, contributing effectively towards achieving the institutional and Kingdom goals of the partners.

Supervision

Given: Student Interns

Received: Director of Marketing and Enrolment, ACTS Seminaries

Job Standards & Requirements

Education: Bachelor degree required. Preference will be given to those with completed seminary studies.

Experience: 3-5 years related experience preferred.

Skills: Skills in website design, electronic media, graphic design, copywriting, project management and data management. Experience with database and customer relationship management systems in general. Familiarity with Salesforce is an asset. Understands Christian higher education in general, and the nature and mission of ACTS Seminaries specifically. Able to think knowledgeably and creatively about the marketing priorities of the ACTS consortium and contribute ideas and feedback to enhance marketing, promotion and recruitment. Strong interpersonal skills with an ability to communicate effectively with a wide variety of personalities and in a wide variety of settings. Proactive goal-setter and initiator. Creative thinker with problem-solving skills.

Personal: ***Warm-hearted, committed, dedicated and mature evangelical Christian with a keen desire to serve in work, church, family and community. Firm commitment to the Community Covenant used by all individuals associated with ACTS Seminaries. Whole-hearted affirmation of the statement of faith of one of the ACTS Seminaries. Impeccable character and reputation. Positive and progressive outlook in the midst of a busy and challenging atmosphere.***

Duties and responsibilities that do not constitute a major change may be added, deleted or changed at the discretion of the supervisor either orally or in writing.

To apply for this position, please send a cover letter and resume to acts@twu.ca. All applicants will be considered, but only those selected for further consideration will be contacted.