

# BELHAVEN UNIVERSITY

## Overview

Belhaven University, a Christian university committed to the ministry of integrating biblical truth and learning, is searching for the ideal candidate for the full-time Assistant Director, Digital Media who has a heart for Christ Jesus.

This is an in-house marketing position (although a highly motivated out-of-state remote worker will be considered) charged with increasing online brand exposure of Belhaven University through social media, web site marketing, ad content creation, e-mail communications, and web updates. Will work with web and communication teams to create digital ads as well as implement and monitor social media strategies, tactics, and campaigns to drive targeted prospects to the university website. This person reports directly to the Assistant Vice President, Digital Media and Web Marketing.

## Functions and Responsibilities

Responsibilities include, but are not limited to:

### Social Media

- Develop and implement overall social media strategy for university.
- Monitor online activity across university to ensure that established guidelines and best practices are being used.
- Encourage greater social media participation within the university community.
- Research social media trends and inform management of changes that are relevant to university's marketing activities.
- Monitor all social media mentions of our brand, monitor and generate reviews, respond to questions through private messenger platforms.

### Writing and Graphic Design

- Assist with copywriting for the web site and marketing e-mails.
- Design and write ads for social media platforms including, but not limited to Facebook, Linked In, Twitter, Snap Chat.
- Provide support for e-mail marketing campaigns to help increase enrollments.
- Create ads for Google, G-Mail and Bing.

### Advertising and Reporting

- Utilize social media marketing tools (Facebook Creator Studio, Sprout Social) to create social media advertising campaigns.
- Work with creative team to develop and implement marketing campaigns.
- Analyze marketing campaigns to identify strategic weaknesses and implement improvement.
- Monitor and report results of social media advertising campaigns.
- Set key performance indicators for social media campaigns and report ROI to university leaders.
- Create and present monthly reports on campaign performance.

- Monitor and report on competitor's social media usage and digital campaigns.

#### Web Updates

- Create, analyze, test and tweak landing pages that correspond to digital ads.
- Assist Assistant Vice President, Digital Media and Web Marketing to make daily web updates.
- Assist with management of blogs including training new blog users.

#### Other Duties

- Oversee student worker(s)

### Qualifications

Applicants must be able to fully support the University vision, [mission and statement of faith](#) and contribute to the spiritual and academic fellowship of the University. Additional qualifications include:

- This position requires a bachelor's degree in communications, public relations or related field and at least 5 years' experience, preference given to those with higher education experience.
- Must be knowledgeable with paid social media advertising platforms.
- Must be detail oriented, self-motivated, resourceful, and quality-driven.
- Must have good graphic design (Adobe design programs) skills.
- Strong organizational, analytical, verbal and written communication skills
- Proven ability to succeed in both collaborative and independent work environments.
- Ability to analyze and report marketing results from digital programs and initiatives.
- Basic HTML knowledge a plus.

Interested applicants may make application by submitting:

- 1) Letter of interest
- 2) Resume
- 3) Reference list with contact information (including personal Pastor)
- 4) Statement of faith, including description regarding how the candidate would seek to integrate their faith into Assistant Director, Digital Media position.
- 5) Please prepare a brief account (no more than 750 words) of your spiritual pilgrimage including the time and circumstances surrounding your becoming a believer in Christ and your current relationship with Christ. Please click on this link [http://www.belhaven.edu/belhaven/employment\\_pdfs/LetterOfEmploymentCommitment.pdf](http://www.belhaven.edu/belhaven/employment_pdfs/LetterOfEmploymentCommitment.pdf) to review Belhaven University's Commitment Statement including our employee expectations. Should you receive a job offer you will be asked to sign accepting this commitment.

Only applicants who submit all five required items will be considered.

Interested applicants should send their information to [dfagerheim@belhaven.edu](mailto:dfagerheim@belhaven.edu).

Doreen Fagerheim, Assistant Vice President, Digital Media and Web Marketing