

Western Theological Seminary Job Description

Job Title	Communications Assistant, aka StoryTeller
Department	Advancement
Reports to	Vice President of Advancement and Communications
Work Schedule	20 hours/week
Date	March 2014

Summary of Responsibilities

Assist in achieving the mission of Western Theological Seminary to “prepare Christians called by God to lead the church in mission” by serving as the seminary “story teller,” seeking out stories and news to be told via the website, social media and in print. The Communications Assistant will update and maintain the website, gearing its content to reach Western’s various audiences in the most effective way.

Essential duties and responsibilities (Other duties may be assigned)

- Be Western’s “feet on the ground,” looking for human interest stories and news items that can go on the website, social media and publications. Conduct interviews, write stories, coordinate photography and/or videos.
- Work with website consultant to make all website content more marketing-oriented. Edit each website page to be concise and reflect the WTS brand story. Help the consultant with any restructuring of content.
- Enhance the existing site with video, audio, testimonials, photography, and relevant content.
- Coordinate audio and video production—story ideas, interviews, video footage, final editing, posting on website and social media.
- Post content and update website pages as needed and requested. Work closely with Academic office to keep course, schedule, and catalog information current on the site.
- Regularly review site for consistency and accuracy; fix coding problems that arise
- Post content to Twitter and Facebook.
- Other social media—seek out ways that WTS can have a better social media presence.

Knowledge and Abilities

- Strong interviewing and writing skills; photography talent a plus
- Website strategy, content, and technical abilities; HTML and coding knowledge
- Knowledge of audio and video production process
- Ability to represent the seminary’s brand story in various communications

Qualifications

- Bachelor’s degree in English, Communications, or related field
- 1-2 years experience in writing, coordinating communication, and social media
- Website updating experience and HTML coding knowledge a plus
- Graphic design experience a plus (InDesign, Photoshop)