



## INTERIM COMMUNICATIONS ENGAGEMENT MANAGER

### POSITION DESCRIPTION

#### **General Description:**

Columbia Theological Seminary seeks an **Interim Communications Engagement Manager** to sustain and strengthen the Seminary's communications and marketing efforts during a key transitional period. This professional will ensure that the Seminary's digital presence, including its **website, social media platforms, and storytelling initiatives**, remains current, compelling, and consistent with Columbia's mission, brand identity, and theological values. Serving as both a creative storyteller and an operational manager, the Interim Communications Engagement Manager will work collaboratively across departments to promote timely information, highlight institutional achievements, and amplify Columbia's distinctive voice within the Church and the world. This position will report to the Vice President of Institutional Advancement in collaboration with the Office of the President.

#### **Key Responsibilities:**

##### **1. Digital & Web Management**

- Maintain and update the Seminary's website in real time, ensuring all content (text, photos, links, and event postings) is accurate, timely, and visually consistent with brand standards.
- Monitor analytics and user experience to optimize site navigation, accessibility, and engagement.
- Coordinate with IT and Communications partners to address technical issues and enhancements.

##### **2. Social Media & Digital Storytelling**

- Develop and schedule engaging, mission-driven social media content across all institutional platforms (Facebook, Instagram, LinkedIn, YouTube, etc.).
- Respond in real time to community engagement and track performance metrics.
- Curate stories that embody Columbia's emerging identity: *Guided by Faith – Grounded in Scholarship* — highlighting student, faculty, alumni, and community impact stories.

##### **3. Institutional Storytelling & Communications Support**

- Collaborate with Seminary Relations, Institutional Advancement, Academic Affairs, Enrollment Management and Vocational Outreach, and Student Formation & Campus Culture to identify stories and initiatives that reflect Columbia's mission and values.
- Draft and edit short features, announcements, and web articles for use in *Lantern*, *Threshold*, and other publications.
- Provide light design, layout, and proofreading support for institutional communications as needed.

##### **4. Strategic Communications Alignment**

- Ensure all external and internal communications adhere to the Seminary's visual and editorial guidelines.
- Assist in implementing recommendations from the ongoing **Brand & Communications Audit**.
- Maintain strong coordination with the President's Office and Vice Presidents to ensure consistent, mission-aligned messaging.

**Qualifications & Skills:**

- Bachelor's degree in communications, marketing, journalism, public relations, or a related field (Master's preferred).
- Minimum 5 years of professional experience in digital communications, web management, or marketing.
- Demonstrated proficiency with website CMS platforms (e.g., WordPress), social media management tools, and basic design software (e.g., Canva, Adobe Creative Suite).
- Exceptional writing, editing, and storytelling skills.
- Strong organizational, relational, and cross-departmental collaboration skills.
- Commitment to the mission, vision, and values of Columbia Theological Seminary and the Reformed theological tradition.

**Classification:**

- Full-time/temporary
- Term: Three to six months
- Compensation commensurate with experience. (Due to the temporary nature of the position, not eligible for healthcare benefits)
- On-site

**PHYSICAL DEMANDS:** Although physical limitations for this position can be accommodated, the job's physical demands can include, but are not limited to, sitting, standing, stooping, crouching, bending, walking, and lifting light objects.

**DISCLAIMER:** The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not intended to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees for this job.

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