



## Puritan Reformed THEOLOGICAL SEMINARY

### **Open Position | Director/Manager of Communications and Marketing**

Lead the communications and marketing efforts and team at Puritan Reformed. Help to define our identity and brand and communicate it effectively to the Seminary community. Develop and execute an effective communications and marketing strategy.

#### **Primary Responsibilities**

- Research. Understand market trends, church and student needs, PRTS position (current and desired) and activities in Reformed theological education to inform marketing strategies.
- Strategize. Create and execute marketing plans that align with the vision, mission and strategy of the seminary and resonate with the seminary's constituents, including setting budgets and timelines.
- Brand. Facilitate development and distillation of PRTS brand. Ensure consistent brand messaging and identity across all marketing materials and channels.
- Campaign. Design and oversee communication campaigns across digital, print, and social media channels.
- Monitor. Analyze the effectiveness of communication campaigns and strategies, using data to make informed decisions and adjustments.
- Lead. Manage creative functions and staff, including marketing, communications, and AV production.
- Collaborate. Work with internal teams – including admissions, fundraising, IT and executive, external partners, and vendors to execute marketing initiatives.

#### **Qualifications**

- Acquainted and resonate with the seminary's biblical, Reformed and experiential convictions of theological education.
- Proven experience, preferably within the nonprofit sector or a similar mission-driven organization.
- Strong understanding of Reformed doctrines and worldview and the ability to incorporate them into communication strategies.
- Leadership experience with a demonstrated ability to inspire and lead a team.
- In-depth knowledge of digital marketing, including social media, email campaigns, and community engagement.
- Excellent communication skills with the ability to convey the organization's mission effectively.
- Acquainted with international dimensions of theological education.

**Applications with references can be sent by email to [jobs@prts.edu](mailto:jobs@prts.edu).**