



## **PITTSBURGH THEOLOGICAL SEMINARY POSITION ANNOUNCEMENT**

### **COMMUNICATIONS STRATEGIST**

#### **INSTITUTIONAL SUMMARY:**

Founded in 1794, Pittsburgh Theological Seminary is a graduate theological school of the Presbyterian Church (U.S.A.). Rooted in the Reformed tradition, the Seminary is committed to the formation of students for theologically reflective ministry and to scholarship in service to the global Church of Jesus Christ. Our faculty and educational resources cultivate theologically reflective and contextually engaged Christian leaders. Our programs nurture vocational formation for bearing witness to the gospel of Jesus Christ. Our student body is comprised of Presbyterians, Baptists, Methodists, Episcopalians, Orthodox, and more than 20 other traditions from more than 30 U.S. states and countries around the world.

#### **POSITION SUMMARY:**

Pittsburgh Theological Seminary seeks a full-time Communications Strategist who will work with the Senior Director of Communications to organize, write, and/or edit a variety of print and online materials, including but not limited to magazines, church resources, website profiles, and blog posts. Through provided training, the Communications Strategist will come to understand basic principles of search engine optimization and be able to optimize online content accordingly. Additionally, the Communications Strategist will implement the Seminary's media relations plan. Working with leadership of the PTS Neighborhood Collaborative, the Communications Strategist will expand and deepen relationships with identified partners to increase marketing of events and programs.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

##### **1. Publications**

Composes and edits text content for both online and print publications to enhance the image of the Seminary with the various publics involved. Ensures that various communications are presented with consistency. These publications include, but are not limited to:

- Panorama* magazine
- Celebrations* magazine
- PTS blog
- Website profiles
- Newsletters
- Event promotions

##### **2. Resources**

Works with the Senior Director of Communications to produce the annual Advent and Lent devotionals, which currently include daily devotionals (print and online), audio recordings, and additional gathered materials for the Resource Kits. Other resources will be developed in consultation with the PTS Neighborhood Collaborative leadership.

##### **3. Social Media**

Work with the Marketing and Communications Specialist to generate content for the Seminary's various social media channels to highlight the curriculum and work of the faculty and staff.



#### **4. Media Relations**

Assist the Senior Director of Communications in building a sustainable media relations plan to increase news placement for PTS people and events.

#### **5. Stakeholder Management**

Work with the Senior Director of Communications and the PTS Neighborhood Collaborative leadership to expand and deepen relationships with identified partners (churches, alums, civic organizations, neighbors, local leaders) to increase marketing of events and programs.

### **QUALIFICATION/REQUIREMENTS**

Effective communication skills, including writing, proofreading.

Proficient interpersonal skills in order to work effectively with a wide range of constituencies in a diverse community. Sufficient knowledge of Microsoft Outlook, Microsoft Word, and various office machines. General knowledge of open source blog platforms a plus.

Ability to learn general knowledge of each department's operations and ability to gather data, compile information, and prepare written materials.

### **EDUCATION/TRAINING/EXPERIENCE**

- Required: Bachelor's degree in Communication, Marketing/Public Relations, English, or a related field.
- Preferred: Theological education background.

### **WORK ENVIRONMENT**

Hybrid: in office three days per week (T-Th); remote work two days (M & F).  
Some travel for professional development meetings.

### **EQUAL EMPLOYMENT OPPORTUNITY**

The Seminary affirms the commitment of the Presbyterian Church (USA) to a diverse workplace and equal opportunity. It also complies with all applicable federal, state and local laws and executive orders relating to equal opportunity in employment.

### **TO APPLY**

Interested candidates should provide a cover letter, a complete CV or resume, names and contact information (phone and e-mail) for three references; and three writing samples. Application materials should be submitted to [careers@pts.edu](mailto:careers@pts.edu).

The search committee will begin its review of applications on January 16, 2024. Applications will continue to be accepted until the position is filled. Pittsburgh Theological Seminary will conduct a background check on all final candidates.