



Position Announcement

Ignite Admissions and Marketing Specialist

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 forming people for ministries familiar and yet to unfold – cultivating theologically reflective and contextually engaged Christian leaders. Our programs nurture vocational formation for bearing witness to the gospel of Jesus Christ in congregations, communities, and professions around the world.

POSITION SUMMARY

The Ignite Admissions and Marketing Specialist plays a key role in expanding access to theological education through Ignite at PTS, a grant-funded initiative of Pittsburgh Theological Seminary. This position will recruit and guide prospective students through the enrollment process while developing and coordinating marketing strategies to increase visibility and engagement with the program.

Reporting to the Senior Director of Advancement and Strategic Communications and working in close collaboration with the Dean for Enrollment Management, the Specialist serves as both a storyteller and relationship builder – inviting church and community partners into the Seminary’s work of equipping Christian leaders for ministry in a changing world.

This is a full-time, hybrid position (typically three days on campus, two remote) with occasional evening and weekend responsibilities and regular travel to judicatory meetings, denominational gatherings, and other recruitment events.

ESSENTIAL RESPONSIBILITIES

Admissions and Recruitment (50%)

- Cultivate leads and manage the enrollment funnel for Ignite: Microcredentials for Ministry, guiding prospective students from inquiry to enrollment.

- Work with Ignite team and Seminary's IT department to execute all aspects of the enrollment and registration process, including schedule of offerings, personal and automated correspondence, and student payment.
- Maintain accurate records in enrollment management database/CRM and track key data for reporting and analysis.
- Communicate professionally and pastorally with applicants through email, phone, print, text, and in-person interactions.
- Interpret for and/or counsel students, faculty, administration, and staff on program policies, procedures, concerns, problems, etc.
- Represent PTS at judicatory meetings, conferences, and other recruitment events to connect with church leaders and identify prospective students.
- Collaborate with the Enrollment team to ensure an integrated, student-centered approach to recruitment across all PTS programs.

Marketing and Communications (50%)

- Develop and implement marketing strategies to promote Ignite at PTS in coordination with the Communications and Enrollment teams.
- Use established branding templates and messaging to produce or adapt ads, flyers, emails, and other promotional materials; route all materials through the Senior Director of Advancement and Strategic Communications for review and approval.
- Coordinate advertising and social media campaigns in alignment with the Seminary's overall marketing calendar.
- Manage event promotion and logistical coordination for Ignite recruitment and information sessions.
- Leverage storytelling and digital media to highlight participant experiences, partner churches, and program impact.
- Monitor engagement metrics and assist with market research to inform future outreach efforts.

QUALIFICATION/REQUIREMENTS

- Commitment to the mission and values of Pittsburgh Theological Seminary.
- Demonstrated experience in marketing, communications, recruitment, or related fields (minimum of 3 years preferred).
- Bachelor's degree in marketing, communications, business, or a related field preferred.
- Strong understanding of, and preferably active involvement in, a Christian congregation or ministry setting.

- Excellent written, verbal, and interpersonal communication skills.
- Proven organizational skills with attention to detail and ability to manage multiple projects simultaneously.
- Facility with Microsoft Office, CRM/enrollment management systems, and social media platforms; experience with Adobe Creative Suite or Canva preferred.
- Willingness to travel regionally and occasionally nationally (approximately 20%).
- Eagerness to work collaboratively across departments.

WORK ENVIRONMENT

Hybrid work model: typically in the office three days per week (Tuesday-Thursday) and remote two days (Monday and Friday). Occasional evening and weekend responsibilities and travel will be required.

EQUAL EMPLOYMENT OPPORTUNITY

Pittsburgh Theological Seminary affirms the commitment of the Presbyterian Church (U.S.A.) to a diverse workplace and equal opportunity. It complies with all applicable federal, state, and local laws and executive orders relating to equal opportunity in employment. Women, BIPOC, and candidates from underrepresented communities are strongly encouraged to apply.

TO APPLY

Interested candidates should submit a cover letter, resume, and names and email addresses for three references to careers@pts.edu with the subject line "Ignite Admissions and Marketing Specialist."

Applications will be reviewed beginning June 26 and accepted until the position is filled. Pittsburgh Theological Seminary will conduct a background check on all final candidates.