

# The Southern Baptist Theological Seminary

## Position Description

**Position Title: Digital Editor/Developer**

**Department: Communications**

**Position Code: E0455**

**Date Prepared: 1/14/19**

**FLSA Status:**  Exempt  Non-Exempt

**Full Time:** Yes  No

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### **JOB SUMMARY:**

The Digital Editor/Developer works to design, implement, test, and troubleshoot all digital communications efforts for Southern Seminary and Boyce College; as well as to make sure all digital avenues are properly maintained, updated, and functioning. The Digital Editor/Developer will be knowledgeable in various tools and will have a willingness to learn new technologies as needed.

### **ESSENTIAL JOB FUNCTIONS:**

The employee in this position will have the following essential job functions:

- Assists the Manager of Digital Communications in developing comprehensive digital communication strategies, including content marketing, social media, institutional websites and emails.
- Assists in the execution of website projects for sbts.edu and boycecollege.com in collaboration with the Manager of Digital Communication, Campus Technology and marketing priorities.
- Creates, implements and maintains websites, web pages, web-based forms, etc. using WordPress interface. Using languages and frameworks including HTML and CSS.
- Manage content on sbts.edu and boycecollege.com in conjunction with departmental section editors.
- Works with offices, faculty, staff, and others to resolve usability issues with current websites.
- Assists in the deployment of email strategies, including distribution of monthly newsletter, weekly campus news email.
- Works with Manager of Digital Communications to collect and define requirements for both new projects and updates to existing projects for our internal clients.
- Designs new web banners, graphics, and others to implement them on the various websites.
- Will be involved with monitoring the navigability of our websites both Southern Seminary and Boyce College.
- Performs other duties as may be assigned by supervisor.

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**EDUCATION:**

The person in this position should have a Bachelor's Degree. Training in CMS and MAP platforms and regular engagement with digital industry trends and insights (on social media, web USX, SEO, email and apps) are preferred.

**EXPERIENCE:**

The person in this position should have the following experience:

- Intermediate to advanced knowledge of HTML, CSS, and executing a responsive web design. The ideal candidate will possess an advanced knowledge of HTML, CSS, and responsive web design but more importantly can troubleshoot web related issues in a timely manner
- Comfortability with WordPress, ideally including basic principles of theme and plugin customization
- The person in this position should have knowledge of CMS (Content Management System) platforms and plugins including WordPress.
- The person in this position should have knowledge of MAP (Marketing Automation Platform) such as Mailchimp, Infusionsoft, etc.
- The person in this position should have intermediate knowledge using the Adobe Suite (Photoshop, InDesign, etc.)
- Proven ability to implement comprehensive digital communication strategy
- Developing digital communication channels from relevant data (including customer and market research and tools such as Google Analytics)
- Organization and planning
- Problem analysis and problem-solving
- Team leadership

**SUPERVISION:**

The person in this position will supervise no one.

The person in this position will report to the Manager of Digital Communications.

**WORK ENVIRONMENT:**

The person in this position will work in a traditional office environment.

**EQUIPMENT:**

The person in this position will use the following equipment: Laptop.