



Marketing and Communications Specialist

Belhaven University is an innovative and academically progressive institution built on the timeless principles of scholarship, service, and biblical truth. Since its founding, Belhaven University has sought to fulfill the mission expressed in its motto: "to serve, not to be served." "Our Standard is Christ" is the identifier of Belhaven University because as an institution we are committed to honoring the Lord in all we do. Located in Jackson, Mississippi, we are one of America's most innovative and fastest growing private schools, serving nearly 3,500 undergraduate and graduate students. This includes the 940 traditional students in Jackson. Belhaven University was an early innovator in accelerated adult education, and have equally led the way among Christian schools in establishing robust online degree programs.

Description of Position

The Marketing and Communications Specialist supports the University's mission by collaborating with faculty, staff, and students to tell the Belhaven story through video, social media, photography, and writing that engage prospective and current students. The Marketing and Communications Specialist reports to Doreen Fagerheim, Assistant Vice President for Digital Media and Web Marketing and works closely with the Director of Creative Services for Video and the Director of Communication and Digital Strategy, who provide day-to-day assignments, guidance, and training in their respective areas. The Assistant Vice President oversees the overall workload and resolves priorities. The full-time Marketing and Communications Specialist position, located in Jackson, MS, will support the Marketing and Communications team in promoting Belhaven University's mission and values through various digital platforms. This role will involve video production, social media content creation, public relations, and website content updates to engage prospective and current students and families.

The specialist will play a key role in ensuring content is accessible, engaging, and aligned with Belhaven's goals. This entry-level position requires foundational skills in social media content creation and an interest in reaching different audiences. The department will provide training in the technical tools and production processes used in the role.

Responsibilities

Video Production

- Assist with video shoots, including equipment setup, preparation, and breakdown, while developing filming and editing skills under staff guidance.
- Help schedule video shoots and coordinate participating students, faculty, staff, and production team members.
- Develop, capture, and assemble relevant content from on-campus and online students for use across the University's recruiting and digital communications channels.
- Assist with recruiting and coordinating student videographers and support their work.
- Review and correct video captions and transcripts and help prepare approved videos for publication.

Social Media

- Create engaging content for the University's social media channels.
- Develop short-form content informed by relevant trends and tailored to traditional undergraduate and adult online audiences.
- Assist with monitoring comments and messages across the University's social media platforms, responding to routine questions using approved information and referring sensitive issues or complex inquiries to appropriate staff.
- Help track social media content performance and use feedback to improve future content.
- Stay informed on best practices for digital marketing, social media trends, and content creation.
- Conduct an annual inventory of university-affiliated social media accounts, documenting account activity, university access, and required approvals; recommend accounts for further review.

Public Relations

- Assist with researching and writing university stories, press releases, news updates, and event coverage for review and publication.
- Curate student testimonials for use on social media platforms, the University website and other marketing materials.
- Assist with campus photography.
- Assist with writing for The Tartan, the university magazine.

Web Content Updates

- Make basic updates to website text, images, and links using the University's content management system; no coding skills required.

Additional Responsibilities

- Collaborate with cross-functional teams to ensure consistent branding and messaging across all platforms.
- Follow established university brand standards and content review and approval procedures.
- Follow university procedures for photo/video permissions, confidential information, and organizing media files.
- Participate in other marketing and communications projects as needed.

This announcement covers most of the significant duties performed by the position, but does not include other work, which may be similar, related to, or a logical assignment for the position

Qualifications

- The successful candidate must articulate a Christian worldview in one's area of service and must fully support the University Vision, Mission and Statement of Faith (<https://www.belhaven.edu/about/mission/>).
- A bachelor's degree in marketing, film, media production, communications, or a related field.
- Strong writing, editing, organizational, and verbal communication skills, with close attention to detail.

- Experience using multiple social media platforms and creating content for an organization, campus group, employer, church, or non-profit.
- Interest in video storytelling and willingness to learn filming, editing, and production processes.
- Basic photography, filming, or video editing experience.
- Ability to multitask, work in a team environment, and meet deadlines.
- Ability to work and communicate comfortably and professionally with students, faculty, and staff during interviews, photography sessions, and video shoots.
- Must be willing to maintain a flexible schedule to accommodate occasional evening and weekend hours in support of shoots and events.
- Ability to lift, carry, and move video equipment weighing up to 35 pounds, with or without reasonable accommodation.

You do not need to arrive with experience in every aspect of this role. If you bring creativity, foundational content creation skills, and enthusiasm for telling Belhaven's stories, we encourage you to apply. We value a willingness to learn.

Application Process

To be considered for this position, a complete application packet must be received. The complete application packet will include the following:

- Letter of Intent; including explanation of how your prior experience fulfills above responsibilities and qualifications
- Resume
- Reference list with contact information (including Senior Pastor)
- Please prepare a brief account (no more than 750 words) of your spiritual pilgrimage including the time and circumstances surrounding your becoming a believer in Christ and your current relationship with Christ. Please click on this link <https://www.belhaven.edu/pdfs/employment/letter-of-employment-commitment.pdf> to review Belhaven University's Commitment Statement including our employee expectations. Should you receive a job offer you will be asked to sign accepting this commitment.

Employment at Belhaven University is contingent upon the results of an independent background check.

Submit all application materials to:

Doreen Fagerheim

Assistant Vice President of Digital Media and Web Marketing

Email: dfagerheim@belhaven.edu