



Job Posting

Position	Department	Reports to	FTE	FLSA Class
Social Media Manager	Marketing	Marketing Manager	1.0	Non-Exempt

Grace College and Seminary makes employment opportunities available to all applicants and employees without regard to race, color, sex (except where sex is a bona fide occupational qualification), pregnancy, age, ancestry, national origin, disability, citizenship status, military status, genetic information, or any other legally protected category. Grace College and Seminary is a Christian religious-affiliated organization and, as such, is permitted religious exemptions set forth in Title VII of the Civil Rights Act of 1964. Regular attendance is both expected and essential to the job.

Scope of Responsibilities: Responsible for supporting the activities of the Marketing Office. This includes but is not limited to any tasks or projects assigned by the Chief Marketing Officer or Public Relations and Content Manager to assist with writing and editing materials, including website content, emails, press releases, and appeals, while maintaining consistency of voice across all channels at Grace Schools.

General Responsibilities:

- Record video and capture images for use on social media (specifically focusing on Facebook, YouTube, Instagram, and TikTok)
- Support search optimization efforts through keyword strategy and frequently collaborate with the Web Content Strategist
- Assist with creation of email communications with prospective students
- Support social media strategy by assisting with copywriting for social media contests and posts.
- Collaborate frequently with the Marketing Manager
- Generate Organic social posts for Undergraduate, Online, and Seminary, including: resizing photos, graphics and photo organization, managing Linktree for Instagram, social listening/responding, prize organization.
- Assist with creation of Paid Social Advertising for Undergraduate, Online, and Seminary, including: weekly evaluation of ad performance, ad creation, collecting graphics/photos, landing page creation (including writing text for the page)
- Assist with management of student workers, overseeing social media strategy and content development for all Grace Solutions clients and Grace Centers for Excellence.
- Performs other duties as assigned.

Qualifications:

Minimum:

1. Prefer experience with digital marketing.
2. Work-related experience – organizational skills, attention to detail, excellent writing, editing, and communication skills.
3. Interpersonal skills – ability to work in a team environment and communicate effectively.
4. Strong Christian faith, commitment, and volunteer service experience.

Status: Full Time; Non-Exempt

A completed employment application, resume, 2 employment references and a spiritual life reference must be submitted in order to be considered for employment. Applications are available in the Human Resource Office or can be downloaded at <http://www.grace.edu>, Employment. Applications are submitted by email to employment@grace.edu.

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