

**EMPLOYMENT OPPORTUNITY
NATIONAL WMU
BIRMINGHAM, ALABAMA**



JOB TITLE: *Marketing Specialist*

STATUS: Full-time Equivalent (36-Hour Work Week)

HUB ROLE:

To serve on the Customer Engagement Hub; and provide design and marketing support for all promotional aspects of WMU, including print, email, web & social media platforms..

KEY RESPONSIBILITIES:

- Participate and assist in the creation of integrated marketing strategies, including plans for print and electronic media, automated marketing processes, and catalogs. Write marketing copy as assigned.
- Implement product development strategy. Review new product proposals and conduct market research.
- Evaluate products with regard to function, performance, and market.
- Monitor, review, and analyze WMU online content for SEO. Stay updated on search engine algorithms and behaviors. Develop effective and measurable keywords, call-to-action, and link-building strategies.
- Manages the paid advertising process.
- Serve as a liaison between hubs in the creation, development, and implementation of exhibits and display for events. Other duties as assigned.

QUALIFICATIONS:

- Bachelor's degree in Marketing.
- Three to five years' work related experience.
- Analytical skills and the ability to think strategically.
- Strong verbal communication skills and demonstrate ability to write clearly and persuasively.
- Ability to work collaboratively; flexibility; teamwork; and high degree of initiative.
- Experience with Customer Relationship Management programs (Infusionsoft preferred).
- Member of the Christian faith and Baptist church involvement on the local level.

If you are interested in this position, submit your resume to Human Resources:

- Email: hr@wmu.org
- US mail: 100 Missionary Ridge, Birmingham, AL 35242

Resumes are kept in our applicant database for 12 months. WMU is an equal opportunity employer.