

**NATIONAL WMU  
BIRMINGHAM, ALABAMA**



**JOB TITLE:** *Multimedia Specialist*

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

**HUB ROLE:**

To support WMU's branding, messaging guidelines, and growth initiatives through digital and print resources, and other public relations endeavors.

**KEY RESPONSIBILITIES:**

- Manages digital marketing content for national WMU including social media, email blasts, web sliders, etc. through strategically relevant online channels. Actively engages with WMU partners, leaders, and customers on social media.
- Identifies and interprets social media trends.
- Uses analytics and other tools to measure effectiveness of social media usage.
- Develops project management schedules and gathers resources for campaigns and marketing collateral.
- Writes and actively updates marketing copy; coordinates product names with design editors; coordinates promotional ads, brochures, and cover design with graphic designers.

**QUALIFICATIONS:**

- Bachelor's degree in communications, journalism, marketing, or a related field.
- One to three years' work experience in which writing, social media, and content management were key components.
- Exceptional written and verbal communication skills.
- Experience being self-sufficient in a professional setting.
- Strong desire to work on a team of creative professionals and partner on creative solutions.
- Member of the Christian faith and Southern Baptist church involvement on the local level, preferred.
- Knowledgeable of WMU and the Southern Baptist Convention, preferred.

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

- Email: [hr@wmu.org](mailto:hr@wmu.org)
- US mail: 100 Missionary Ridge, Birmingham, AL 35242

Resumes are kept in our applicant database for 12 months.