



Job Description

Position Title:	Manager of Digital Content Creation		
Business Unit:	Marketing & Public Relations	Status:	Full-Time
Reporting to:	Director for Marketing & Public Relations	Salary Range:	

Background:	<p><u>University Overview</u> Founded in 1893, Southwestern Adventist University is a 501(c)(3) faith-based institution located in Johnson County, Texas. As the only four-year degree-granting university in the county, Southwestern Adventist University is an important community stakeholder that links education with action by building knowledge, increasing faith, and providing service.</p> <p><u>University Vision</u> Southwestern Adventist University seeks to be a community that supports academic, spiritual, physical, and emotional wholeness encouraging all members to find their purpose and lead lives of service.</p> <p><u>University Mission</u> The University's Mission statement is "Inspiring knowledge, faith, and service through Christ-centered education."</p>
Position:	<p>Southwestern Adventist University (SWAU) seeks a qualified and creative Senior Digital Content Creator to oversee the university's social media presence, video production efforts, and student content team.</p> <p>This position is responsible for developing and executing digital content strategies that support enrollment, branding, and institutional communications. The role includes hands-on content creation, leadership in video production, performance analysis, and supervision of student workers.</p>
Responsibilities:	<ul style="list-style-type: none">Develop and implement social media strategies aligned with university marketing and communication goals.Manage official university social media platforms, including scheduling, posting, and engagement.Lead video production efforts for digital campaigns, social media, and institutional storytellingPlan, record, and edit video content or oversee editing workflowsSupervise, train, and manage student workers assisting with content creation and media production.Maintain content calendars and coordinate deliverables across departments.Collaborate with Admissions, Advancement, Academic departments, Athletics, and Student Life on campaigns and initiatives.Monitor analytics and prepare regular performance reports.Ensure consistency with university brand standards, messaging, and visual identity.



	<ul style="list-style-type: none">• Support coverage of campus events and special initiatives• Perform other related duties as assigned.
Primary Requirement:	Must have strongly expressed a commitment to Jesus Christ, the teachings and mission of the Seventh-day Adventist Church, be a member of the Seventh-day Adventist church in good and regular standing, and have a desire to serve in a cooperative, spiritually redemptive, and soul-winning atmosphere.
Knowledge, Skills & Abilities:	<p>Knowledge, Skills, and Abilities</p> <ul style="list-style-type: none">• Ability to manage multiple projects and deadlines• Strong storytelling and content development skills• Ability to work collaboratively across departments• Attention to detail and commitment to brand consistency• Professional judgment and discretion
Qualifications	<p>Required Qualifications</p> <ul style="list-style-type: none">• Bachelor's degree in marketing, Communications, Digital Media, Film, Public Relations, or related field• Minimum of 5 years of experience in social media management and digital content creation• Demonstrated experience in video recording and editing• Experience supervising or coordinating student workers, interns, or creative teams• Proficiency with social media platforms and content management tools• Strong organizational, communication, and time-management skills <p>Preferred Qualifications</p> <ul style="list-style-type: none">• Experience in higher education, nonprofit, or faith-based organizations• Experience with Video production• Proficiency with video editing software such as Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve, or equivalent• Experience leveraging AI tools and platforms to analyze information, generate insights, draft content, and streamline business processes.• Photography and basic graphic design experience• Familiarity with analytics and reporting tools



Work Conditions & Environment:	<p>Job Conditions:</p> <p>Occasional: Working on weekends</p> <p>Environment: Frequent: Indoor. Occasional: Outdoor, Wet/Dry Conditions, Cold/Heat (due to retreats, travel or camping) and Noise/Vibrations.</p> <ul style="list-style-type: none">• Occasional evening and weekend work may be required for events and content coverage.• Must support and uphold the mission, values, and philosophy of Southwestern Adventist University <p>Work Hours: Monday-Friday (40 hours/week)</p> <p>Physical Requirements: Must be able to lift and carry up to 20 lbs. and perform physical tasks such as sitting, walking, typing, and standing for extended periods.</p> <p>Application Information</p> <p>Interested applicants should submit a resume, cover letter, and portfolio or examples of digital or video work.</p> <p><i>The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the position's essential functions.</i></p>
<p><i>This job description is not intended to be complete or limiting – the role will require a proactive and flexible approach to be successful.</i></p> <p>Southwestern Adventist University provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.</p> <p>This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.</p> <p>Southwestern Adventist University complies with applicable state and local laws governing non-discrimination in employment in every location in which the company has facilities.</p>	