



Baylor University

Position: Ministry Associate for Outreach & Engagement, Student Life – Spiritual Life

Status: Part-time, 20 hours per week

Location: Bobo Spiritual Life Center, Baylor University

Reports to: Dominique McShan, Assistant Director of Marketing & Communication

All positions within Baylor University exist to support the mission of Baylor, which is to educate men and women for worldwide leadership and service by integrating academic excellence and Christian commitment within a caring community.

Overview

The Outreach and Engagement Intern will support engagement, storytelling and public relations effort within the Office of Spiritual Life through constituent engagement, professional writing, social media management, research, event promotion and evaluation.

Essential Functions

- Assist in the creation of informative and persuasive content for web, blogs, and social media; organize materials for presentations and outreach events
- Represent the department at select gatherings, share information about programs and services, and yield questions from constituents
- Research outreach opportunities and media channels to engage constituents; analyze and compile data to identify noteworthy performance indicators and trends; and translate data to communicate social impact
- Assist with social media management, including, but not limited to, content development and scheduling, campaign development, and monitoring social media analytics
- Evaluate event effectiveness, assess program outcomes, and track performance trends, such as event attendance, student engagement, and partner satisfaction

Secondary Functions

- Attend weekly staff meetings and semi-annual retreats
- Support event planning and coordination of signature events
- Perform related other duties as assigned by supervisor

Learning Outcomes

- Learn to build relationships and engage with a variety of stakeholders; cater engagement activities for diverse audiences
- Expand understanding of missional practices and interfaith literacy within a broader Christian worldview

- Learn effective time management by managing multiple projects at one time with target deadlines and goals
- Develop skills in event planning and evaluation/assessment

Job Qualifications

- Minimum Education: Bachelor's Degree
- Other Educational Preferences: enrolled as a full-time graduate student at Baylor University School of Social Work, Truett Seminary, or relevant program
- Strong organizational and time management skills
- Strong oral and written communication skills
- Some event planning and promotion experience
- Intermediate social media knowledge preferred

Soft Skills

- Passion for creative writing and storytelling
- Good communication skills (public speaking, professional writing, social media)
- Ability to collaborate with a variety of constituents (peers, undergraduates, faculty, administrators, community leaders)
- Interest in global and social justice issues

Department Mission and Purpose

Purpose: The Office of Spiritual Life serves as a conduit that embodies the mission of Baylor University shaping Baylor's faithful engagement with Waco and the world creating intentional opportunities to integrate faith, learning, and service within a broad Christian worldview.

Mission: As part of the Office of Spiritual Life at Baylor University, our mission is to nurture theological depth, spiritual wholeness, and missional living in the lives of students, staff, and faculty at Baylor University by offering integrated formational programming, and transformative missional experiences, competent pastoral care, and worship that is responsive to the Christian Tradition and sensitive to the culture.