

I. Director of Content Strategy

Reports to: Vice President of Marketing and Community Impact

A. JOB OVERVIEW

The Ability to Share the Gospel of Jesus Christ with Others

First and foremost this position must be able to effectively minister and communicate to listeners and others in the community the heart of what it means to follow Jesus Christ wholeheartedly. This must come, not simply from head knowledge, but from a vibrant and active daily walk with Jesus Christ as personal Savior.

The position will work under the Vice President of Marketing and Community Impact and will assist in all content related needs for Encouragement Media Group which oversees our radio ministries: 89.5 KVNE, Lift Worship, The Well-Bible Teaching station and Fuzión, our Hispanic Christian station as well as Evergreen and Modo Vida which are streaming stations.

EMG has been in existence since 1983 in East Texas and there are 19 staff members who are very devoted to the mission of the ministry which is: We exist to glorify God by encouraging others, connecting our community and pointing people to Jesus Christ. All staff are faithful to steward and come along side younger/newer staff to train and encourage them in their role. We function as a family of mature believers that is serving God in a biblical manner. Maintaining this culture is important.

This role is responsible for enhancing station image and visibility within the community by helping to develop a comprehensive communication strategy using excellent audio storytelling via video, email, social and the web. It is important for this person to have an optimistic attitude, be a versatile team player and be a creative self-starter.

Essential Functions:

- Works with the VP Marketing, to build a robust content marketing strategy.
- An excellent storyteller who can write and edits persuasive marketing copy and content for a wide variety of projects, including digital media, websites, email and letter campaigns that supports EMG's ministry across East Texas and beyond.
 - Goal is to develop and encourage lifelong listeners and donors
- Writes scripts and shoots video and captures photos to execute high-quality video content to be used across multiple formats.

Encouragement Media Group - Job Description

Director of Content Strategy

- Creative use of video to promote our brand on social and website including recording and editing video for use on YouTube and other platforms
- Create video for Board of Director presentations, donor events, social media ad buys for concert promotion and more
- Be forward thinking in ways to capture meaningful moments at all events
- Assist station personalities in repurposing content being produced for radio and producing original digital content that can be utilized for radio
- Develops content roadmap
- Manages monthly and annual content calendar.
- Innovates with relevant, engaging campaigns that resonate with the target audience.
- Meets regularly with marketing team to ensure deliverables are being met.
- Collaborates with the Development team to promote cohesive donor communications
- Monitor industry trends and evaluate and recommend software, technology and methodology to reach as many people as possible with EMG content and messaging.
- Writes for Search Engine Optimization (SEO) when appropriate.
 - Helps to ensure that we have clean, user friendly websites with clear call to actions
- Balances multiple projects at the same time, under deadlines.
- Maintains and nurtures relationships within EMG as a whole

Other Functions:

- Special projects as requested.

Requirements:

- Experience with WordPress a plus
- Experience working in non-profits is a bonus
- How you fit into our culture and your character is more important than your competence.
- Bonus points if you have experience in motion design, podcast production, web design and you take your faith way more seriously than yourself.
- Passion and vision for shaping the voice of a brand.
- Portfolio with writing samples showcasing content created preferred.
- Self-motivated/flexible/team player.
- Able to work in a fast-paced environment with multiple projects.
- Experience with Microsoft Office.
- Ability to maintain confidentiality

C. QUALIFICATIONS

- Bachelor's degree preferred or equivalent work experience and your reel is more important than your resume and Your passion for sharing the gospel and loving people and the recognition that this is as much a calling as it is a job is the most important.
- Digital content marketing, SEO experience.
- At least 5 years of writing and editing for multiple content types in a marketing or agency environment.
- Actively engaged in the social media space.
- Experience with Google Analytics, Sprinklr, or other large-scale social marketing platforms recommended.
- Skilled in Adobe Creative Suite
- Experience in photography, videography, lighting, audio, video editing and graphic design
- A heart for Christian-based ministries or initiatives and a love for people from all walks of life and backgrounds
- A willingness to learn and be a contributor to the team with ideas and execution
- Flexible spirit
- Enthusiastic and optimistic attitude
- Creative self-starter
- Excellent problem-solving ability
- Forward thinker. Able to look and plan ahead
- Time management and flexibility with job duties
- This is primarily a M-F position but there will be some nights and weekends that your help will be required at large events
- Versatile team player
- Great organizational skills
- Able to lift 50lbs
- May be required to sit and review information on a computer screen for long periods of time.
- May require repetitive motions of the hands and wrist related to writing and typing at an electronic keyboard.

The aforementioned statements are not intended to encompass all functions and qualifications of the position; rather, they are intended to provide a general framework of the requirements of the position. Job incumbents may be required to perform tasks not specifically addressed in this job description.

III. Ministry Qualifications

- A born again believer of Jesus Christ with a strong and growing walk with the Lord (Romans 3:23, Romans 6:23, Romans 5:8, Romans 10:13, Romans 10:9-10)
- A heart for service, with Jesus Christ serving as our example (John 13:1-17)
- Committed to uphold and integrate the Encouragement Media Group model of pointing people to Jesus as a core process and belief. This includes communicating the heart of the Gospel while with listeners in person, by phone, social media, letter or other form of communication. (Mark 16:15, Psalm 96:3)
- Willingness and eagerness to pray to God the Father, through His Son Jesus Christ, verbally (out loud) for and with fellow staff members, listeners and people in the community.
- Ability to answer basic questions about the Christian faith and explain to someone how they can become a Christ-follower
- Agreement with and a willingness to hold to the Encouragement Media Group Statement of Faith, Statement on Sanctity of Human Life, Statement on Marriage, Gender and Sexuality, Final Authority on Matters of Belief and Conduct, History of Education Radio Foundation of East Texas. All in both belief and practice
- Willing and committed to hold to the policies described in our employee manual
- Willing and able to lead and participate in required staff prayer times and Bible-based devotionals in the context of our beliefs as outlined in our Statement of Faith
- Commitment to be active in a local Bible-believing church, recognizing the importance of such a commitment. (Hebrews 10:25, I Timothy 5:17)

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I understand the requirements of this Marketing Position and am capable of

- **C** = Constantly (At least Daily) **F** = Frequently (At least Weekly) **O** = Occasionally (At least Monthly) **R** = Rarely (Annually)

*Essential Physical Effort / Working Conditions Marked with an asterisk *

Physical Demands:

Standing*	F
Walking	F
Sitting*	C
Lifting	F
Carrying	F
Pushing*	O
Pulling*	O
Climbing	O
Balancing	O
Stooping	O
Kneeling	O
Reaching*	O
Fine-Motor Handling*	C
Time-Sensitive Reactions*	C
Feeling*	O
Talking*	C
Rep. Motion*	C
Eye / Hand Coordination*	C
Eye / Foot Coordination	F

Vision/Sight/Hearing:

Vision-Far Acuity*	F
Vision-Near Acuity*	C
Vision-Depth Perception*	C
Vision-Peripheral	C
Color Vision*	C
Listening*	C
Hearing Acuity	C

Environmental Conditions:

Extreme Cold	O
Extreme Heat	O
Temp Changes	O
Humid	O
Noise*	F
Vibration	O
Work Alone and Around Others*	F
Time-Sensitive Deadlines*	F

Travel Requirements:

Local day trips	O
Overnight	O

Physical Strength:

Sedentary Work*	C
Light Work*	F
Medium Work	F
Heavy Work	O
Very Heavy Work	R
Amount / pounds lifted	50
Amount / pounds carried	50

performing these tasks.

Signature: _____ **Date:** _____