

I. Content Creator & Communications Strategist

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Reports to: Director of Spanish Ministries

A. POSITION OVERVIEW**The Ability to Share the Gospel of Jesus Christ with Others.**

First and foremost, the Fuzión Content Creator & Communications Strategist/On-Air Host must be able to effectively minister and communicate to listeners and others in the community 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 and belief that the Bible is the inerrant Word of God.

Under the direction of the Director of Spanish Ministries, will glorify God by encouraging the most Spanish-speaking people possible while connecting our community and pointing people to Jesus Christ.

Programming Scope

We are looking for a mission-minded **Content Creator & Communications Strategist** who is passionate about using creative media to share the Gospel, deepen listener connection, and extend the heart of our on-air ministry into every digital space. This role is responsible for crafting and guiding powerful, platform-specific content across radio, email, text, social media, web, app, and beyond—ensuring every message reflects our station's mission and invites people into a lifelong journey of faith.

B. RESPONSABILITIES AND DUTIES

- **Spirit-Led Storytelling:** Create Christ-centered content that reflects the heart of our programming and encourages spiritual growth, hope, and connection.
- **Cross-Platform Strategy:** Develop and execute a comprehensive communication strategy that aligns with station goals and shares our message consistently across all platforms.
- **Audience Engagement:** Use content as a tool to build community, inspire action, and foster deeper listener relationships—turning casual listeners into committed supporters of the ministry.
- **Content Planning & Execution:** Plan, write, and coordinate content for social posts, e-blasts, texts, app push notifications, website updates and YouTube.
- **Brand Alignment:** Ensure all communication reflects the station's voice, faith values, and commitment to excellence in ministry and media.



- **Collaborative Spirit:** Work closely with the music director, promotions, and community engagement teams to align campaigns, share testimonies, and support on-air initiatives.
- **Analytics & Growth:** Monitor engagement data and prayerfully refine content strategy to increase reach, impact, and spiritual fruit.

II. Fuzión On-Air Host

A. POSITION OVERVIEW

The chief aim of the On-Air Host is to utilize our airtime to effectively develop an encouraging relationship with our listeners that glorifies God and points them to Jesus Christ.

B. RESPONSIBILITIES AND DUTIES

1. On-Air Show

- Share scriptures from the Bible every hour. Encourage and uplift audience six times (or more, if directed) an hour in a clear, communicative manner with light-hearted, family-friendly conversation covering a variety of subjects from Christian faith, to family relationships, current events and local topics of interest. Utilize effective storytelling to grow audience.

2. On-Air Fuzión Show prep

- Gather, read, print, and utilize show prep material from the Bible, the web, and daily life experiences so that we can effectively point people to Jesus Christ.

3. Fuzión Community Presence

- Serve as an emcee at station-sponsored events and community events.
- Attend Fuzión designated events, concerts, live remotes.
- Regular correspondence with listeners, donors, industry and community leaders to best represent the ministry from a Christ-honoring perspective.



- Conduct tours of the studios, as needed.

5. Show Flow & Content

- Produce uplifting and engaging content.
- Ensure that forward momentum is always present in the show.
- Coordinate the content and flow of the show, including listener interaction/phone calls, and last-minute changes.

6. Interviews

- Prepare and produce interviews with Christian musical artists and community leaders as needed to meet the goals of Fuzión. These will not always be presented on-air, sometimes they will be used for social media or video production purposes.

7. Fuzión Fest Hosting

- Provide on-air hosting during our Fuzión Fest fundraiser and other on-air fundraising drives from a Christian perspective.

III. Qualifications

- Experience in radio and/or media preferred, but not required.
- Experience in content creation and/or marketing preferred.
- Must be fluent in Spanish and English.
- Strong writing, storytelling, and content creation skills across digital and broadcast platforms.
- Knowledge of digital trends, social media, and email marketing strategy.
- Video experience a plus.

- Conversational, personable, and ministry-minded with a heart to encourage and inspire through multimedia resources.
- Excellent communication, organization, and collaboration skills.
- Forward thinker. Be able to plan ahead and solve problems proactively.
- Flexible and reliable with the ability to manage time, work some evenings/weekends.
- Humble, coachable, and a team player with a servant's heart.
- Lift up to 50 lbs.
- U.S. citizenship required.

IV. Ministry Qualifications

- A ~~born-again~~ **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 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)

I understand the requirements of this position and am capable of performing these tasks.

- **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

Signature: _____

Date: _____