



Job Description

Job Title: Digital Content Manager - Gospel in Life

FLSA Status: Exempt

Band: 6

Work Hours: Full-time

Department: Communications

Report to: Associate Director of Gospel in Life

Date: October 22, 2018

Summary

This position will be responsible for curating, editing and writing content for Gospel in Life, the resource ministry of Redeemer Presbyterian Church. Responsibilities will be focused on content curation, content creation, content editing, copywriting, product development and marketing strategy with the goal of growing the Gospel in Life brand while equipping Redeemer churches and the global Gospel movement with a wide range of resources for lay ministry, leadership development and congregational discipleship. The Digital Content Manager will report to the Associate Director of Gospel in Life. This position does not require attendance at a Redeemer church, but it is encouraged. [All applicants must include a cover letter and link to a sample of work.](#)

JOB DESCRIPTION:

- **New Product Creation**
 - Assist the Associate Director of GinL and Director of Media/Comms with new product creation and new revenue streams
 - Help create a pipeline of self-publishing products by repurposing our community group study guides and working with the appropriate designer and editors from conception to delivery
 - Manage the entire Product Development cycle of self-published study guides and resources that are sold through our publishing partners
 - Explore new revenue opportunities through ads, partnerships, licensing, subscriptions, courses and any future options that present themselves.

- **Podcast Network (audio and video)**
 - Work alongside the Associate Director of GinL and the Director of Media/Comms on a long term strategy for a robust and consistent podcast network that utilizes content from the existing ministry areas of Redeemer.
 - Collaborate with the appropriate ministry teams to create an editorial calendar for each podcast channel.
 - Create a detailed content calendar and facilitate the progress of bringing content from conception to delivery
 - Ensure that the content meets GinL standards and give direction when it does not
 - Provide assistance with project management for production of podcasts and insure stakeholders and necessary production crew are scheduled and ready for each episode
 - Assist the Video Manager in making certain all podcast content is delivered on time and meets GinL standards

- Document opportunities to pull excerpts/clips from finished content that can be used on social media
- Inquire with podcast stakeholders about ways to repurpose relevant content whenever possible (previous recordings, new events, etc.)
- Assist the Associate Director of GinL in researching and testing opportunities to generate ad revenue implementing as appropriate
- **Gospel in Life Blog**
 - Create and manage a detailed content calendar with 12 month visibility
 - Incorporate content creators from our churches and ministry partners into GinL strategy utilizing both repurposed and new material as it becomes available
 - Review and repurpose older relevant content from the Redeemer Report
 - Function as editor and facilitate final approval from the Director of Media/Comms
 - Utilize transcription services to turn podcast and video content into blog posts providing complete word for word versions or edited summaries
 - Work with the Associate Director of GinL and outside developers to create the best possible user experience and optimize the website for easy access to blog content
- **Marketing**
 - Write and edit copy for our monthly newsletters and assist with copy for social media
 - Work with the Associate Director of GinL on auditing the current email marketing strategy and exploring changes with the introduction of a free content pipeline
 - Work with the Associate Director of GinL on a social media strategy and insure all aspects of strategy are executed by various team members.
 - Explore marketing opportunities and partnerships with existing media outlets
 - Strategize with the Associate Director of GinL and Director of Media/Comms on brand growth opportunities and ways to create brand recognition
- **Other responsibilities**
 - Assist with Customer Service when needed (special events, vacation/sick days)
 - Learn the ins and outs of every aspect of Gospel in Life in order to take on temporary duties in the absence of the Associate Director of GinL (vacation, sick, personal, etc)

QUALIFICATIONS:

- Must understand and embrace Redeemer's vision and values and have a heart for New York City.
- Four-year college degree required. Theological training is a plus.
- Understands theological, spiritual and cultural questions that are being asked by Christians and skeptics. Sensitive with nuanced language for non-Christian audience.
- Ability to find new topic ideas that could be turned into articles, videos or other content
- Dependable, team player and self-starter with a strong ability to take initiative
- Experienced in doing highly detail oriented content review (spelling, grammar, proofreading and editing).
- Proficient administrator with strong problem-solving skills and sound project prioritization
- Able to work on multiple projects simultaneously with a high level of excellence and ability to follow through on details to completion in a timely manner

- Experienced in navigating various web technologies efficiently and is comfortable learning and adapting quickly to new technologies
- Clear understanding of the way different demographics consume media
- High level of experience using the most popular social media platforms and how to optimize GinL content for each platform
- Need to be comfortable in relational aspect of position in order to work alongside multiple Redeemer churches, central service departments, and sister organizations
- Must attend a gospel-teaching church in the NYC area

SKILLS AND EXPERIENCES:

- Must be organized
- Excellent communication and interpersonal skills
- Google Apps (Google Drive, Google Calendar)
- Blogging
- Podcasting
- YouTube
- Social media platforms (Facebook, Instagram, Twitter)
- Proven track record of success producing digital content
- Experience with Mailchimp (or equivalent email marketing)
- Experience with WordPress and other CMS's
- Proficient in Microsoft Office
- Knowledge of SEO best practices is a plus
- Experience with Adobe InDesign is a plus
- Experience with Google Ads and Facebook Ads is a plus
- Experience with basic video editing software is a plus
- Experience working in Ecommerce is a plus