

## **JOB DESCRIPTION**

**DATE:** April 18, 2018

**POSITION:** Engagement Manager

**REPORTS TO:** Director of Marketing & Communications

**FLSA STATUS:** Exempt

**WORK HOURS:** Full-Time Position

### **DESCRIPTION:**

The Engagement Manager works with the Marketing & Communications team to increase awareness and engage people all over the world in Redeemer City to City's (CTC) mission of helping leaders start churches in global cities. The Engagement Manager is in charge of customer service and owns production, scheduling, and analytics of all social, blog, email, and website content while developing a team of contractors, part time and full time employees to serve CTC's strategic initiatives.

### **PURPOSE:**

To serve the CTC supporters, ministry leaders, and departments in order to grow our global community, increase their level of engagement, and gather feedback that informs our organizational programs and objectives.

### **RESPONSIBILITIES:**

Work with the Marketing & Communications team to develop, execute, and evaluate the annual engagement plan

Responsible for the creation & distribution, and maintenance web, social, and email projects

Steward the CTC brand online and in print

Build and manage customer service team for CTC departments and constituents using Intercom platform

Equip and empower CTC staff and local content creators to tell the story of new churches in global cities

Research, collect and analyze communications data and build strategy to optimize ads, content, and engagement across all digital platforms

Write and edit engaging email, print, blog and social content while building a team to increase output

Design, test and implement engagement campaigns on Pardot, social, Intercom, Medium, podcast, and new platforms

Develop and distribute quarterly metrics reports for Marketing & Communications

Manage projects and represent Marketing & Communications to CTC departments

May require travel (domestic and international) for event support and content creation

**Qualifications:**

- Efficient project manager
- Innovative, service-oriented, full of care, quick to celebrate and a passion for clarity
- Keen writing and editing skills for web, social, and print
- Team player able to work on multiple projects with multiple people in a fast-paced environment
- Solid understanding of the web, social, and tech
- Proven learning agility
- Video and graphic design experience a plus
- Familiarity with Google Adwords and Analytics, Intercom, Squarespace, Salesforce, and Pardot
- Passionate about customer service
- Strong alignment with CTC's mission, vision, values, tone, and brand
- Deep understanding of the culture of urban professionals and ministers
- Sensitivity to global urban culture (vs. solely American)

To apply, please send cover letter and resume to [hr@redeemercitytocity.com](mailto:hr@redeemercitytocity.com)