

Redeemer City to City (CTC) is a non-profit organization working to catalyze the gospel movement in the major cities of the world. CTC desires to see the gospel of Jesus Christ transform lives and impact cities, and we do this by prayerfully helping leaders start and strengthen churches to advance the gospel together in their cities.

Gospel in Life is the resource ministry for sermons, books, articles, and other resources from Timothy Keller, Redeemer City to City and Redeemer Presbyterian Church of NYC. The name reflects our conviction that the gospel changes everything in life. Redeemer City to City is the parent organization of Gospel in Life.

Redeemer City to City is a global organization that serves a diverse community. Men, women, and members of all ethnic groups are encouraged to apply.

JOB DESCRIPTION

Job Title: Marketing Specialist

Reports to: Director of Marketing, Media and Ops

Completion Date: 10/17/24

Location: NYC / Hybrid (Open to Remote)

Exempt/Non-Exempt: Salaried-Exempt

Full or Part-time: Full-Time

Team: Gospel in Life

Compensation: \$50,000 - \$65,000

Description:

The Marketing Specialist (MS) will oversee all of Gospel in Life's current social media channels and any untapped or future networks. The MS will also execute our monthly social media campaigns, including email campaigns to donors, landing page creation and oversee the process of our physical letter mailings that we send out 5-6 times a year. Additionally, the MS will provide audio and video post-production support for various marketing projects.

PRINCIPAL DUTIES AND RESPONSIBILITIES

Brief description of duties in order of priority

Social Media (Primary)

- Utilize our library of sermons and other content, primarily from Tim Keller, to create written, audio and/or video posts to social media.
- Work with the GinL Content Manager on finding the right content to pull from every day, including the 3 sermons per week on our sermon podcast.
- Within 3 months of hiring, the goal will be to post every day to our major social platforms.
- Create a social content calendar that's scheduled at least two weeks in advance and is regularly reviewed by the Content Manager and the Director of MMO.
- Keep up to date and follow best posting practices for each platform.
- Work with the Director of MMO on research and strategy for untapped platforms, including LinkedIn, TikTok, Pinterest and YouVersion.
- Work with the Director of MMO and our outside agency to learn the ins-and-outs of our paid ads strategy and platforms.

Website Landing Pages:

- Use the monthly strategy doc to create multiple landing pages per month for the following month's campaign, usually a book offer.
- Work with the Content Manager on gathering any design assets to be used on the landing pages.
- Work with our outside agency to implement the correct tracking codes and URL parameters on each landing page.
- On the first day of the campaign, switch or reroute any URL redirects (like /give).

Email Marketing:

- Work with the team on our monthly email campaigns to subscribers, donors and prospective donors. Assist with copywriting, proofreading and strategy.
- Taking the prewritten copy and monthly strategy doc, create 5-6 emails per month in Mailchimp, send proofs to necessary parties and then schedule the emails according to the strategy doc.
- Work with the team on optimizing our email templates as well as our email onboarding for new subscribers and different audience segments.
- Help maintain a healthy email list, with proper audience segmentation, regular re-engagement campaigns for lapsed subscribers and purging when necessary.

YouTube:

- Create additional new sermon videos out of audio only sermons files utilizing our "audiogram" template. Improve the template where possible.
- Create an editorial calendar strictly for YouTube content.
- Monitor YouTube for channels uploading GinL copyrighted content without permission and utilize YouTube DMCA tools to submit official takedown notices against channels that upload our copyrighted content.
- Work with the Director of MMO on optimizing the GinL YouTube channel, including everything from thumbnail design, intros/outros, titles, descriptions, in-video links, SEO and cross-linking videos.

Mailed Letter Campaigns:

- Work with the GinL Senior Director, Content Development Specialist and our outside agency on creating 4 to 6 physical mail campaigns that go out each calendar year. One per quarter and one for year-end appeal, plus occasional special campaigns.
- Oversee the entire process, work with the team on finalizing the letter and collateral materials included in the mailing, generate the list of recipients from our database, work with our designer on importing all copy into standard layout, work with our local printer to ensure letters are mailed on time.

Website:

- Assist the Director of MMO and Content Manager with updating and maintaining the GinL website and any secondary GinL managed websites.
- Assist the GinL team with proofreading and publishing the Life in the Gospel Quarterly journal.
- Work with the Director of MMO to help optimize all GinL websites for email acquisition, donor campaigns, onboarding systems and conversions, and implement conversion tracking and other analytics tools.

REPORTING RELATIONSHIPS:

This position will not have direct reports to start, but may work with outside contractors at times.

COMPETENCIES REQUIRED**Unique for this job**

Advanced Communication Skills
Cultural Competence
Data Analysis

Unique for this job

Strategic Thinking
Decision Making
Adaptability and Flexibility

Unique for this job

Project Management
Community Engagement

MINIMUM QUALIFICATIONS

Education/Experience:

- Bachelor's degree in Marketing or related field preferred, or a combination of education and experience
- 2-4 years of full-time experience in digital marketing and/or social media management
- Non-profit experience preferred

Technical/Software Knowledge:

- Social Media Schedulers and Analytics tools (Hootsuite, Sprout Social, Later, etc.)
- Canva, Figma or similar design software
- WordPress
- Veed.io, Adobe Premiere or similar video creation software
- Mailchimp or similar email software
- Google Analytics
- Virtuous CRM, RaiseDonors and/or Salesforce
- Monday.com, Trello or similar project management tools

Mission Alignment/Policies:

- Belief in the inerrancy of the Holy Bible
- Sold out on the mission to bring the Gospel of Jesus Christ to cities
- Alignment with RCTC values, tone, and brand
- Adherence to RCTC Employee Policies
- Compliance with all RCTC Policies regarding best practices and Intellectual Property

Location:

While we're open to remote, preference will be given to candidates local to the NYC region (or willing to relocate). The Gospel in Life team has a hybrid office schedule and while flexible, in person office attendance is strongly encouraged every Monday, Wednesday and Friday. GinL offices are currently located in Long Island City near the 7 and G trains.

Physical Requirements:

See, hear, type, speak, travel with reasonable accommodations

Travel:

None

Redeemer City to City is a global organization that serves a diverse community, men, women, and members of all ethnic groups are encouraged to apply.

To apply, please send a cover letter and resume to Trisha Burgess, Senior Director, Human Resources, at trish.burgess@redeemercitytocity.com.