

JOSH McDOWELL MINISTRY POSITION DESCRIPTION



Business Title: ONLINE CONTENT SPECIALIST
Ministry/Team: Josh McDowell Ministry/Web Department
Reports To: Online Mission Strategist
FLSA Status: Nonexempt
Prepared By: Vivian Bailey
Prepared Date: May 30, 2018
Approved By: Ada Morgan, 6/14/2018
Job Code: CRDCM-Coordinator (Communications)-(UN2/6)

MISSION: Serving others until the whole world hears about Jesus.

SUMMARY DESCRIPTION OF POSITION: To serve ministry teams by providing content strategy and technical development for the Josh McDowell Ministry website(s) and social media so that as many people as possible hear the Good News of Jesus, become His followers, and grow in to mature disciples that live, defend and share their faith.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following (other duties may be assigned):

As an employee with Cru:

- Actively and intentionally grow in his/her Christian faith
- Maintain a positive witness for Christ
- Express a dependence on the Holy Spirit
- Share what God is teaching him or her
- Consistently attend and participate in team/ministry devotional times.

FOR THIS POSITION:

- Organize website content and oversee implementation of new content and updates
- Assist in gathering ministry analytics and performing market research to determine needed content development for the next fiscal year's campaigns.
- Provide insight and creative concepts, using content planning tools, as they pertain to annual content development, Google Ads topics, and coordination of ministry departments plans
- Collaborate with the Founder's department and manage the update of JoshTalks free download store and help develop online initiatives around Josh's shared content (e.g. Portfolios).
- Maintain content and assist with customer service on social media channels.
- Write content for e.g. blogs, website content, and social media posts.
- Assist with other projects as assigned by supervisor (scanning, filing, sorting, shredding, etc.)

OTHER FUNCTIONS (Non-essential):

- Help with occasional office clean up
- Help with a limited number of JMM events
- Attend JMM biennial Staff Retreat - usually two nights out of town
- Attend Campus Crusade for Christ (Cru) semi-annual Day of Prayer

- Other duties as assigned by the employer

SUPERVISORY RESPONSIBILITIES: None

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

KNOWLEDGE OF:

- Social media platforms (Facebook, Twitter, Pinterest, Instagram, LinkedIn)
- Website platform, basic HTML and website editing (e.g. WordPress)
- Hootsuite – Working Knowledge
- Computer software (Microsoft Excel & Word) – Intermediate
- Modern office practices, procedures, and equipment

ABILITY TO:

- Exercise excellent attention to detail
- Initiate and be self-motivated
- Follow time schedules and meet deadlines
- Communicate effectively orally at an advanced level
- Communicate effectively in writing at an advanced level
- Use interpersonal skills demonstrating tact, patience, and courtesy
- Work independently as a self-starter
- Utilize organizational skills at an advanced level
- Exhibit high integrity
- Serve with gladness
- Follow through
- Be teachable and ask questions
- Achieve accuracy
- Exhibit tact, patience, kindness, compassion, and courtesy to others
- Communicate positively about our Lord, Josh McDowell Ministry, and Josh
- Work confidentially and with discretion

EDUCATION and/or EXPERIENCE:

- Associate degree (A.S.) or equivalent from a two-year college
- One-year general office experience
- Experience working in online environments (web, social, email)
or
- Any equivalent combination of education and experience

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This employee works in the usual office environment.

PHYSICAL DEMANDS/ABILITIES

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel and talk or hear. The employee frequently is required to walk and sit. The employee is occasionally required to stand and reach with hands and arms. The employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision.

CHRISTIAN GROWTH

It is anticipated that all employees of Cru (Campus Crusade for Christ), throughout the course of their employment, will actively seek opportunities for greater understanding, involvement and connection with our ministry by taking part in various activities as specified by their leadership. This includes attending periodic Bible studies and other worship experiences which occur in the workplace during the workweek. Employees are also expected to actively and intentionally grow in their Christian faith and exhibit Christian character as demonstrated by their attitude, appearance and conduct as outlined in the "Standards and Expectations" section of the employee handbook.

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