

JOSH McDOWELL MINISTRY POSITION DESCRIPTION



Business Title: VICE PRESIDENT OF CONTENT
Ministry/Team: Josh McDowell Ministry / Content
Reports To: Zack Wilson, CEO
FLSA Status: Exempt
Prepared By: Zack Wilson
Prepared Date: February 22, 2024
Approved By: LDHR/TALENTX, March 19, 2024
Job Code: D1C638

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

SUMMARY DESCRIPTION OF POSITION:

Everyday, untold numbers of people around the world come across Josh McDowell Ministry content. Whether it be through digital media, print resources, or online platforms, God has given JMM a vast reach to communicate messages of truth that spark new understanding about faith in Jesus and inspire renewed commitment and confidence in living like Jesus.

- JMM is looking for an entrepreneurial professional to lead the creation of a brand new content creation department. They will build, scale, and manage JMM's content efforts.
- This leader will guide the creation of JMM's digital, in person, and in print products in a strategic, choreographed way.
- JMM's 60 year track record of impactful ministry and connectivity to CRU global will provide incredible support on this startup journey.
- This leader enjoys taking on new challenges and building new things. They want to create a content machine that could impact generations of believers with the support of our incredible team.

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

FOR THIS POSITION:

Content Creation

- Take the lead in creating a content roadmap including content strategies, projects, and plans, setting clear goals and holding the team accountable
 - Deliver high quality content from concept to production to delivery and assessment
- Facilitate strategic use of existing content, creation of new content, and updating or reissuing of Josh's archived content to meet the needs of our target audience
- Establish and manage a workflow for developing new topics and themes for content strategies
- Utilize a clear understanding of the competitive landscape to create new products and implement comprehensive go-to-market strategies in collaboration with the Marketing team

Content Delivery

- Track and analyze the performance of content campaigns, providing insights and recommendations for continuous improvement. Collaborate with Marketing when delivery channels overlap
- Develop content delivery partnerships to multiply the reach of our content offerings
 - Establish integration of JMM content offerings into Cru's corporate digital properties and Cru division's strategies (FamilyLife, Jesus Film Project, Campus, City, Military, etc.)
- Partner with JMM's global team on developing and implementing a scalable content library across multiple languages for global distribution

Audience

- Collaborate with the Marketing team to conduct audience research as needed to identify and remain up to date on audience needs, preferences, and engagement strategies
- Facilitate synergy between content, marketing, and development teams that results in a seamless, integrated customer journey across all channels and ensures consistency in audience touchpoints
 - Partner with Marketing in building strategies that leverage content to drive reach, engagement, brand recognition, and revenue
 - Collaborate with internal and external teams to create the best user experience possible

Team Leadership

- Build the content department from the ground up, bringing together current content work, and establishing new systems and processes that facilitate effective creation and delivery of new content offerings
- Provide leadership to the team as a spokesperson, coach, change agent, and direction-setter. Develop and foster spiritual growth for oneself and the team
- Help establish and track clear expectations, objectives and measures for the team.
- Nurture a feedback-rich culture to develop individual team members and to foster healthy relationships inside and outside the team
- Use sound leadership practices such as: strategic planning, project management, cost containment, cost benefit, quality assurance and staff productivity
- Develop and implement plans to expand JMM's content team in accordance with the ministry's growth strategies for the next 3-5 years

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 Cru semi-annual Day of Prayer
- Other duties as assigned by the employer

SUPERVISORY RESPONSIBILITIES:

Coordinate the following supervisory responsibilities to three to five subordinates in accordance with the ministry's policies and applicable laws, including interviewing, hiring and training; planning, assigning and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems. It is expected that the team will grow through building out the department over the next few years.

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:

- Microsoft Excel --Intermediate
- Microsoft Word --Intermediate
- Microsoft PowerPoint –Intermediate
- Asana -- Intermediate
- G-Mail –Advanced
- Google Apps (Drive, Documents, Sheets, Slides, Forms, etc) – Intermediate
- iDevices: iPhone, iPad and related apps
- Modern office practices, procedures, and equipment
- Supervisory techniques and practices
- Research techniques
- Creative media operations

QUALIFICATIONS:

- Strength in hiring, recruiting, managing, developing, and retaining individuals and teams
- Lead with influence to align and motivate cross functional teams
- Work with high performance, collaborative, and constructive peers
- Understand cultural trends and develop messaging for emerging generations
- Plan and manage budgets
- Excellent verbal and written communication skills with exceptional attention to details
- Exhibit time management skills in multi-tasking and prioritizing
- Organization and planning skills sufficient to manage content needs across multiple platforms, meeting deadlines and staying in tune with communication trends

EDUCATION and/or EXPERIENCE:

- Bachelor’s degree required. Communications, Public Relations, or English preferred.
- Masters of Divinity, Theology, Apologetics or equivalent theological training is a plus
- At least 10 years of management experience and 5 years of content related 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 25 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.

APPLY

Josh McDowell Ministry is a ministry of Cru.

Please apply at jobs.cru.org