



CHRISTIAN UNION

Senior Web Producer -- Job Description

Organization Background:

Christian Union was formed in 2002 for the purpose, by God's power and with the help of other ministries, to change the world by bringing sweeping spiritual transformation to the Ivy League Universities, developing and mobilizing godly leadership for all sectors of society. The ministry is growing fast and is in need of godly and mature Christian leaders capable of developing leaders and expanding the knowledge of Jesus Christ in the Ivy League. For more information, please see www.ChristianUnion.org.

Christian Union seeks a qualified individual to serve as a Senior Web Producer, overseeing the ministry's current and future online properties.

Christian Union Web Properties

Christian Union's core web property is its corporate website, ChristianUnion.org. The organization has also developed stand-alone sites for student summer opportunities (www.cuthissummer.org) and a site that provides resources for students that needs to be redesigned and relaunched within the next 9 to 15 months. In addition, Christian Union is seeking to further develop its social media presence and to establish a position of thought leadership via an internally written blog or blogs.

The senior Web producer for Christian Union will be responsible for the development and maintenance of content across Christian Union's various Web properties, and for the development and launching of new Web-based communication initiatives (including both the Web and social media), as appropriate.

In addition to executing current strategies and devising new ones to continually improve CU's online communication with various audiences, the senior Web producer will report to CU's Senior Director of Marketing and Communications and the job will entail:

Responsibilities and Objectives:

1. **Embrace and Embody CU's Distinctives**

A. Seeking God Lifestyle

Recapture biblical Christianity's emphasis on a Seeking God Lifestyle with frequent, fervent prayer; massive intake of Scripture; repentance; humility through fasting; perseverance; promptly obeying the Spirit; and extended times of gathering with fellow believers

B. Networked and Engaged Leaders

Intervene in the lives of students poised for high influence with transformative spiritual and Christian leadership training to leverage their positions and networks to change culture for Christ

- C. Intellectual rigor
Provide proprietary biblical and Christian leadership development curriculum, renowned guest lecturers and world-class, credentialed faculty to lead students in rigorous intellectual engagement
- D. Organizational Excellence
Honor the Lord, expand the ministry, and serve donors' intentions by maintaining a disciplined ministry model and a culture of strict accountability evidenced by detailed metrics, extensive evaluations, and continuous improvements to maximize ministry impact

2. Generate new content to develop and improve Christian Union's Web-based communication efforts

- Produce and oversee publication/content production calendars to guide what content needs to be developed for each web property
- Write content, collect content, edit content produced for other publications, and/or to secure writers (often from within our team) who will develop this content according to our schedule
- Post this new content on our Web site (or other Web properties)
- Update and maintain existing content (and links) across a our various sites
- Secure and edit images as needed for our Web properties, ensuring that Web standard guidelines are adhered to and copyrights are not infringed upon
- Work with our magazine team and development team to plan future communication efforts to ensure maximum effectiveness and cohesiveness between the magazine, the Web properties, and the Directors of Public Affairs
- Respond to queries from site visitors as appropriate

3. Project manage the delivery of new or redesigned Web or social media sites

- Work with team members to develop the brief
- Suggest new strategies and Web tools (or social media platforms) that Christian Union should leverage, and—once recommendations are accepted—lead the charge in making them a reality
- Collaborate with colleagues on structure, content and design
- Manage timelines and budget as appropriate
- Commission and manage internal external suppliers as needed (for example, managing those members of our team who might write content for Christian Union blogs)
- Ensure editorial, technical and accessibility standards are met

4. Ensure that Christian Union's Web properties are operating efficiently

- Work with our IT and marketing/communication teams to ensure that the site is working efficiently every day
- Create strong SEO headlines, keywords, and optimized content for stories as they are posted to the site
- Review analytics on a regular basis to determine how site could be improved

5. Develop, create, publish, and grow a new eNewsletter

- Create a publication calendar for a simple eNewsletter that will include teasers for stories we will either post on the Web for the newsletter, or that have already been posted and would be of interest to our readers.
- Develop, together with the marketing/communication team, the strategy for the eNewsletter

- Develop and implement strategies to grow the subscriber base (email list) for this new eNewsletter
- Publish the eNewsletter, according to an agreed upon calendar, oversee the sending of each issue and the tracking of statistics (opens, bounces, etc.)
- Respond to queries from eNewsletter readers as appropriate

Qualifications:

Christian

- Strong devotion to Jesus Christ, holiness, and a passion to make Him known
- Knowledge of the basics of the faith, as well as the heart and capacity to study and learn complex theological issues
- In agreement with our Statement of Faith and Ethics

Personal

- Proven success in your field
- Passion for excellence—a desire to glorify God with your work and work ethic
- Strong personal leadership skills and the ability to juggle projects and meet deadlines
- Excellent written communication skills
- Passion for technology and a willingness to be trained in areas where growth is necessary
- Strategic thinking and implementation skills
- Strong teaming skills in order to work well with other ministry leaders

Professional

- BA or BS, ideally with an emphasis in written communications, marketing, advertising or a related field
- Minimum of 5 years of writing experience and a solid understanding of digital media, with a strong understanding of the editorial process
- Substantial experience with social media is a plus
- The ideal candidate will be comfortable with HTML code, Web content management systems (preferably Joomla), have at least a working knowledge of Photoshop and would have an eye for good narrative web stories that would fit with the Christian Union mission
- The person hired for this position will write for the Web site and—depending on experience and time—he or she would also have an opportunity to write for the magazine

Compensation is commensurate with experience and ranges from \$55,000 - \$75,000. This is a full-time paid position, so no individual support-raising required. Because many of Christian Union's team members work from home offices in a variety of locales, it is possible for this position to work from a home office. Interested applicants should send a résumé, writing samples, and cover letter to Opportunities@Christian-Union.org.