



## CHRISTIAN UNION

### **Web Producer & Communications Associate Job Description**

#### **Organization Background**

Christian Union was formed in 2002 to change the world by bringing sweeping spiritual transformation to the nation's most influential and secular universities, and to key cities, developing and mobilizing godly leadership to positively impact all sectors of society.

For more information, please see [www.ChristianUnion.org](http://www.ChristianUnion.org).

#### **Job Overview**

Christian Union seeks a qualified part-time individual to serve as a Web Producer & Communications Associate. This is an hourly, non-exempt position of 20 hours per week.

#### **Job Opportunity**

Christian Union seeks a well-qualified professional to help execute and improve upon the ministry's marketing communications, with particular emphasis on online communications. The Web Producer & Communications Associate will grow the awareness of and engagement of friends with the ministry by inspiring Christian Union's constituents to believe that God can transform our nation's secular culture with their support.

This newly created position will take responsibility for the majority of the content on the ministry's main website, [ChristianUnion.org](http://ChristianUnion.org), regularly audit and improve upon auxiliary websites, and help ensure social media is advancing the ministry's communications and engagement goals.

This position will also provide support to the communications department in other ways, from occasional writing and photo editing, to collecting information needed for online and email communications, and other projects as needed.

The Associate will work with the IT director and others to ensure the proper functioning of the website(s).

In close collaboration with the communications and marketing department, the Associate will research and recommend strategies and tools to improve marketing and communications for the ministry.

The Associate will report to Christian Union's senior director of communications.

## **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. Maintain, Update, and Cultivate Christian Union's Web Properties (including [ChristianUnion.org](http://ChristianUnion.org), [CUthisSummer.org](http://CUthisSummer.org), and [CUSummerGetaway.org](http://CUSummerGetaway.org))**

- Light writing, collection, and/or editing web content for Christian Union's three Web properties; post content and ensure that it appears correctly online
- Regularly updated content for the website includes but is not limited to: articles from Christian Union the Magazine; adapting event announcements for website;
- Regularly audit Christian Union's three web properties to remove out-of-date content; identify new content needed; identify new or improved functionality needed; ensure web content adheres to Christian Union's Verbal Communications Style Guide
- 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 IT Director and external vendor to ensure that the ministry's web sites are working properly and reflect the ministry's value of organizational excellence
- Optimize pages on the site for search engines
- Review analytics on a regular basis to determine what is working well and ways that the ministry's web sites might be improved

- Research and recommend new online functionalities, trends, web tools, and/or or social media platforms that Christian Union should consider leveraging. Play significant role in implemented accepted recommendations where possible.

### **3. Production Oversight and Minor Project Management**

- Be involved — and in some cases handle completely — the production of a variety of print pieces
- Be the point person within the ministry for stationery and business card orders and needs (this may require some small production work)
- Help coach and resource our staff and faculty in their application of the ministry's brand standards

### **4. Support Christian Union's Social Media**

*currently on Facebook, Twitter, Google+, LinkedIn, YouTube*

- Work directly with social media vendor to provide content for social media outlets
- Coordinate the production of Christian Union bi-weekly eNewsletter
- Provide input on eNewsletter on structure, content and design
- Gather prayer requests and news items from Christian Union University for eNewsletter

### **5. Miscellaneous Other Responsibilities**

- Occasional writing
- Basic image/photo editing
- Recommend strategies to grow the subscriber base (email list) for this new eNewsletter
- Research and recommend possible strategies to grow the subscriber base (print addresses) for The Magazine
- Assist with research as needed
- Assist with marketing and/or PR initiatives as able
- Assist Senior Director of Communications and Director of Communications and Marketing with occasional administrative tasks

## **Qualifications of the Ideal Candidate**

### Christian

- Devotion to Jesus Christ, and a passion to make Him known
- Knowledge of the basics of the faith, as well as the heart to live out this faith in a way that brings glory to God
- In agreement with our Statement of Faith and Ethics

### Personal

- Passion for excellence—a desire to glorify God with your work and work ethic
- Strong management skills and the ability to juggle projects and meet deadlines
- Excellent written communication skills
- Strong detail orientation
- Unafraid of 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
- Tenacity to persevere in a challenging ministry environment

### Professionally

- BA or BS, ideally with an emphasis in written communications, marketing, advertising or a related field
- Solid understanding of digital media and editorial process
- Experience with organizational social media is a plus
- The ideal candidate will be comfortable with basic HTML code, and also with Web content management systems (preferably Joomla)
- Comfort using both Google Docs and Microsoft Office software applications.
- The ideal candidate would have at least a working knowledge of Adobe Creative Cloud software, including Photoshop, InDesign, and Illustrator.

Christian Union operates as a distributed organization, with team members working from offices and home offices in a variety of locales. The person hired for this job can work remotely, as long as he/she has high-speed internet access, and is available for meetings during the work day.

Compensation commensurate with experience. This is a part-time paid position, so no individual support-raising required. Interested applicants should send a résumé, writing samples, and cover letter to [Opportunities@ChristianUnion.org](mailto:Opportunities@ChristianUnion.org).

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