

CAREER OPPORTUNITY

Are you interested in a challenging, growth-oriented career opportunity? As a public policy partner of Focus on the Family, Family Policy Alliance advances biblical citizenship, equips and elects statesmen and women, promotes pro-family policy and serves an effective alliance, all committed to a common vision of a nation where God is honored, religious freedom flourishes, families thrive and life is cherished.

Family Policy Alliance considers every position one of ministry and a valued part of our team. Therefore, it is essential that all team members have a personal relationship with Jesus Christ and fully subscribe to our Statement of Faith, Foundational Beliefs, Vision, Mission, Strategy, Shared Values and be able to demonstrate their sense of calling to work in a ministry that engages in the American system of government to affect the outcome of public policy, elections and culture for Christian values and families.

Family Policy Alliance is seeking candidates for the full-time position of **Digital Media Coordinator** who will execute a strategy for robust digital constituent and target constituent engagement with Family Policy Alliance through channels including email, web, social media, and digital advertising. The position also manages the email and advocacy system, implements processes and efficiencies through multiple technology platforms and tools, as well as provides assistance with assigned software and technology platforms. The Digital Media Coordinator promotes and protects the Family Policy Alliance brand, and executes innovative digital strategies that can be leveraged across multiple states and nationally.

Qualifications include:

- A mature Christian faith and fully supportive of Family Policy Alliance's Statement of Faith and Foundational Beliefs (see www.familypolicyalliance.com/careers/).
- Bachelor's degree in a pertinent field of study and at least two to three years related experience required.
- Demonstrated desire to work in a ministry which engages in the American system of government to affect the outcome of public policy, legislation, elections and culture for Christian values and families.
- Executes the strategic communications plan by implementing the digital voice of the ministry through web, social media, digital advertising, email, and more, to consistently grow engagement and traffic through digital channels.
- Contributes to the efforts of the Communications and Marketing teams by working within the CRM and Luminate Online systems. This includes building and sending numerous scheduled and unscheduled national and state emails, creating action alert items, donation pages and corresponding social media and web postings. Maintains email group lists and online campaign components.
- Stays current on new technology opportunities and makes recommendations for cost-effective technology tools to enhance the mission of Family Policy Alliance through digital channels. Serves as the primary liaison with vendors and consultants when appropriate.
- Assists with creating detailed reports to assess effectiveness of digital strategies.
- Posts content on the ministry's website to drive user engagement.
- Manages digital media campaigns and social media, in alignment with brand standards and mission, by: developing content and strategy for use on the ministry's multiple social media sites; monitoring, listening, and responding to social media channels; managing social media promotions and digital advertising; overseeing efforts to enhance online reviews and reputation; reporting on key metrics, recommending strategy changes as needed, and compiling data to show ROI.
- Ability to work in a collaborative, team-centered environment, with a flexible, accommodating attitude in support of our small ministry. Able to redirect work priorities and assignments as needed, based on the chance to seize opportunities and increase ministry impact. Ability to handle stress associated with changing priorities and multiple tasks.
- Strong work ethic, results oriented and committed, with a strong desire to grow and learn. Detail oriented and systematic.
- Computer systems (e.g., MS Office suite, Luminate CRM/Salesforce and Luminate Online) aptitude required and experience strongly preferred.
- Location: Colorado Springs, Colorado office or in the Phoenix, AZ area preferred, though other locations will be considered; no relocation assistance is available for this position.

Family Policy Alliance has been certified as a 2019 Best Christian Workplace. If you are interested in this opportunity, please submit your cover letter stating the reasons you would like to work for Family Policy Alliance along with your resume to Betsy McCall, betsy@reisagroup.com with a copy to Christi Panter, christi@reisagroup.com. The Reisa Group, Inc. (www.reisagroup.com) is a search vendor retained by Family Policy Alliance.