

## CAREER OPPORTUNITY



***Are you interested in a challenging, meaningful, growth-oriented career opportunity?*** Family Policy Alliance is dedicated to 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, Core Values and be able to demonstrate their sense of calling to work in a ministry that educates, engages and activates social conservatives to protect families and Christian values.

Family Policy Alliance (FPA) is seeking candidates for the full-time position of **Marketing Specialist**. The primary responsibilities will be to develop and execute the strategic marketing plans for the organization, to achieve the vision, advance the mission, increase financial support and ministry engagement. To that end, the Marketing Specialist manages the marketing processes in an integrated way, working collaboratively with members of the leadership, program, marketing and operations teams, as well as allies and vendor-partners, to ensure marketing efforts are executed effectively and efficiently.

### **Position Specifics:**

- A mature Christian faith and fully supportive of Family Policy Alliance's [Statement of Faith and Foundational Beliefs](#).
- Comfortable working with those holding non-Christian faith beliefs or secular beliefs and upholding the second greatest commandment, "Thou shall love they neighbor as thyself."
- **Responsibilities:**
  - Contribute to building and executing the ministry's marketing strategy to drive engagement (subscriptions, donations, activism, educational course purchases, event registrations and training academy attendance).
  - Serve as a regular content creator and editor for all ministry media channels (email, web, printed materials, video, podcast, social, etc.), including copywriting, copy and video editing, and graphics creation.
  - Develop and implement new marketing initiatives/offers that will reach current and future target audiences.
  - Utilize CRM and other marketing automation systems to analyze data, select target audiences and create and execute campaigns (including sending emails, posting content to website, podcast, video and social channels), leading to revenue, program and engagement growth.
  - Manage schedules, workflows and resources for on-budget, on-time and on-brand campaigns, whether executed entirely in-house or with vendor-partners.
  - Contribute to the implementation of, and oversight for, the ministry's Brand, internally and externally in all marketing communications.
- **Skills/Qualifications:**
  - Natural ability to spot and develop marketing communications to advance the mission.
  - Significant experience with marketing programs and analytics, to include content creation and distribution through email, web, social, video and podcast channels.
  - Strong written and oral communication ability, with expectation to routinely create content.
  - Attention to detail and ability to stay organized while adapting to changes in the news or ministry priorities.
- **Education & Experience:** Bachelor's degree in Marketing, Communications or related field
- **Technology Skills:** Proficient with Microsoft Office 365 Suite, Constituent Relationship Management systems, Adobe products, Google Analytics, email marketing/marketing automation, video editing, social media management, web publishing and media monitoring/distribution tools and platforms, as well as aptitude for new systems and platforms.
- **Working Hours & Environment** Office environment if based in Colorado Springs; home office if remote
- **Location:** Colorado Springs, Colorado strongly preferred; remote locations may be possible for exceptional candidates; occasional travel for conferences, and to visit the Colorado Springs office if not based there
- **Salary and Benefits:** \$60,000 and benefits package [online](#)

If you have the above qualifications, please submit your **resume** and a **cover letter** stating the reasons you would like to work for Family Policy Alliance to [careers@familypolicyalliance.com](mailto:careers@familypolicyalliance.com). Thank you for your interest in Family Policy Alliance.