



COLSONCENTER

Marketing and Content Creator – Strong Women

The Marketing and Content Creator position exists to create, develop, and execute content for marketing, web, social media, and special projects for the Strong Women brand. This position exists to assist the Product Manager and team with key written, audio and video communications across a wide array of media channels.

1. Responsibilities of Content and Marketing Coordinator:

Content Coordinator is part of the content creation team for the Strong Women brand, including:

- Content planning – researching current and desired audience and plans content designed to reach new listeners and retain current constituents with guidance from the Project Manager.
- Researches keywords, trending topics, and competition for search engine optimization (SEO)
- Creates content for social media channels, including reels and stories.
- Records and edits brief videos for online use.
- Is the assistant producer for weekly podcast episodes (requires availability on Tuesday/Wednesday afternoons and Friday mornings.) Records specialty products such as the quarterly book club.
- Promotes content to third-party sites and publications for engagement and re-posting, and other marketing tasks. Develops calls-to-action that are appropriate for the audience.
- Coordinates participation with Colson Center marketing campaigns.
- Engages with the Strong Women community and creates opportunities for listeners to connect with the product
- Writes for Strong Women Product line including marketing copy, blog posts, lead generators, etc.
- Publishes website content. Optimizes articles for search engine visibility.
- Manages nurture campaigns and the Strong Women email list.
- Podcasting/speaking opportunities are also available for qualified applicants.

2. Additional Info

- a. Coordinator reports to the Strong Women Product Manager
- b. Hours are flexible with most collaboration occurring during the hours of 8-5 Monday-Friday, MT.
- c. Position is hybrid-remote in Colorado Springs.

3. Needed Skills

- a. A strong background in worldview/theology/ministry
- b. Strategic about creating content that brings value to our audience
- c. Flexible and able to adjust to the demands of a growing product
- d. Experienced in marketing products, SEO a plus
- e. Social media expertise, including creating reels and other video content
- f. Great communicator; works well with video and written content. Is able to be warm and friendly over a digital platform.
- g. Excellent at writing for multiple disciplines
- h. Technologically savvy with experience or ability to quickly learn Microsoft Office 360, HubSpot (CRM), Libsyn, Linktree, Canva, and Asana (Project Management tool)
- i. A forward thinker, continually looking at ways to improve the product for future success
- j. Local to Colorado Springs strongly preferred
- k. It's a plus if you are familiar with the Strong Women podcast

4. Responsibilities of The Colson Center. The Colson Center shall:

- a. Pay: \$20 per hour, for 20 hours per week (Coordinator is a 1099 independent contractor and responsible for all taxes on income)

How to apply: submit your application at <https://www.colsoncenter.org/careers>