



**COLSON
CENTER**
FOR CHRISTIAN
WORLDVIEW

JOB LISTING

Title: Product Manager, Video
Location: Colorado Springs, Colorado
Position reports to: Marketing Manager
Salary range: \$65,000 - \$85,000
Date written: March 2021

This document includes:

Job announcement and context (pages 2-4)

Job description (page 5)

How to apply:

1. Visit our [Careers page](#) and use the provided form at the bottom. Cover letter must include:
 1. **QUESTION 1:** What about the Colson Center's mission and programs, especially our video products, resonates with you?
 2. **QUESTION 2:** Describe a situation where you were at your best running a team. What worked? Why? How did it impact the people on your team? Was it sustained (and if not, what happened)? What were the measurable results?
 3. **QUESTION 3:** As you look at trends in social media and other forms of video consumption, what do you see as the greatest strengths and weaknesses of video as a medium for changing lives? What opportunities are out there—and what liabilities should we be aware of as we pursue them?
 4. **QUESTION 4:** Do you know anyone currently working at the Colson Center who could help us get to know you a bit better?
 5. **At least one reference** who can give us firsthand perspective on what it's like to work with you on a creative team.

Job announcement and context

March 2021

The Colson Center is hiring for a new position, a Product Manager for our video products.

The Product Manager (PM) will take our What Would You Say? product (currently mainly a YouTube channel) and manage its creative team, building it into a high-impact product that fully realizes its potential to help Christians (in large numbers) be able to answer the tough questions of our time. The PM will also creatively direct the product, and direct or advise other video products, so that they have the maximum impact over time on the greatest number of people within our target demographics.

This is an opportunity for an ambitious individual who wants to develop a truly successful ministry initiative—and will require skill both in building a successful video platform (large audience and high engagement) and in the creative direction of the products on the platform. The ideal candidate will be able to look at individual content pieces, varying goals, and the big picture of content creation in terms of their potential value to one or more audiences; and creatively manage many moving parts to provide ongoing and increasing value to those audiences. They love working collaboratively with a team to reach the best possible result. They are religious about staying ahead of the curve on online video trends and strategies and understand how to build a multi-faceted, resilient online platform. More than anything, they are skilled in moving beyond mere “content creation” to developing products that play a significant role in changing lives.

At your disposal will be our video production team, our marketing and partnerships apparatus, our video recording studio and set—and a lot of room to grow in how we utilize all of the above.

See further down for more about our company and team culture.

Other requirements:

1. Must live in or be willing to relocate to Colorado Springs.
2. Must be willing to sign our [Statement of Faith](#).

FAQ

About the company

At the Colson Center, we help Christians better understand and embrace God's restoration story unfolding in the world, even in the face of difficulties great and small. Our team passionately equips and trains people who want to think, love, and live like Christians. We exist to help people not only survive their circumstances but ultimately transform them, so they can care deeply about the world's needs in this time.

Our values:

1. **We believe every Christian can live like one.** "Worldview" is about understanding God's created reality better, so we can be the people God calls us to be. It's not only about thinking or politics or great deeds—with J.R.R. Tolkien's Gandalf, we believe it's also about "the small everyday deeds of ordinary folk that keep the darkness at bay."
2. **We believe truth and love go together.** God is truth and God is love, and He made us to bear His image. To that end, we believe standing up for truth (if done the right way) is an act of love for God and our neighbor, and we seek to provide a climate of intellectual hospitality in which people can experience love in their search for truth.
3. **We believe Christians should—and can—be a people of hope.** God's story never changes, even when the world around us does. We know how that story ends—and we know God has called us to be faithful in our circumstances, trusting Him with the outcome. We seek to live and work that way, so we can help others do the same.

The Marketing & Development team

The Colson Center has roughly doubled to 25 staff in the last three years. Our Marketing & Development department mostly works in our beautifully remodeled office in Colorado Springs, where we have an energetic, collaborative team ambitiously building on 30 years of product success with new ideas and products for a new time. We're looking for someone to join a successful operation to help us evolve it to the next level.

Our programs, marketing, and fundraising have distinct but overlapping teams. We work together, off the same mission, values, playbook, and calendar, so that everything we do is telling the same story, oriented toward providing the same mission value, and built so that we can help each other. While different pieces of the puzzle require different skills, we're doing *one thing* together. So our Product Managers have access to the full resources of the Colson Center on teaching and theology, on audience engagement and marketing, and on production itself.

The creative challenge before us gets us excited every day: to take the ancient truths of the Christian faith, and give them fresh poignancy for a new generation, so that today's Christians

can meet the challenge of being faithful in this time. We work so that Christians, energized by hope and grounded in the Christian story, will be participants in the restoration work of God. As a media ministry focused on spiritual formation at scale, we're aware both of the tremendous opportunities before us—and the limitations of what you can do with a video or blog post. That dual awareness allows us to be the best partner we can in lives, communities, and the local church.

*The Colson Center's mission is to equip Christians to live with clarity, confidence, and courage in this cultural moment. **Our job is to help our clients to do exactly that.***



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Position Description

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POSITION SUMMARY:

A Colson Center Product Manager is responsible for the overall success of a portfolio of products. The project manager for video is responsible for growing a thriving What Would You Say? (WWYS) platform and audience, other video products from time to time, and supporting all other pertinent Colson Center (TCC) products in developing smart video strategies. They direct a team of several full-time, part-time, and freelance staff in producing, editing, and distributing/marketing these products.

Priority	Description of Duties	Hrs/Wk
1	Grow reach and impact of WWYS product – Develop brand and platform strategy for WWYS product and user journeys for audience(s), and set goals for growth and impact. Direct team in achieving these goals.	12
1	Drive the creative direction of WWYS and other video products – Lead video team in creating video products that are not simply world class, but missionally strategic; utilizing the strengths of the medium and awareness of consumption and culture trends to maximize video’s role in helping people strengthen their worldview per the Colson Center strategic plan.	12
2	Lead TCC video strategy and integration – Provide input to other product managers looking to better utilize video, and to management looking to build a cohesive TCC video strategy and experience. Manage production and implementation of Colson Center short courses and structural improvement of that model as a revenue source and teaching opportunity. From time to time, lead production of one-off video products.	10
3	Be the internal and external owner and champion for any products managed – Learn and improve current production process, integrate product within TCC content strategy, report on and celebrate stats and milestones. Manage external partnerships and syndication opportunities.	6

Expectations

	Measures
<ul style="list-style-type: none">Grow WWYS monthly video views and channel subscribers, reaching high numbers of new viewers and retaining them as repeat viewers/subscribers at high rates; obsess over asking the right questions of the data and paying attention to the market and competitor channels	Self-explanatory
<ul style="list-style-type: none">Diversify WWYS platform channels and build an high-efficiency, high-resiliency product with quality UX across popular platforms and ability to ride out new trends, video platform ebbs and flows, etc.	-
<ul style="list-style-type: none">All products managed: achieve high product Net Promoter Scores and other core audience satisfaction metrics	NPS
<ul style="list-style-type: none">All products managed: improve product's value to TCC via better proactive integration with other programs and products and larger TCC strategy	TBD

Guidelines for All Employees

The Holy Bible, Employee Handbook, Statement of Beliefs/Faith

MINIMUM QUALIFICATIONS

Education, Experience, Knowledge, Competencies

Ideal candidate: This person will be able to look at individual content pieces, varying goals, and the big picture of content creation in terms of their potential value to one or more audiences; and creatively manage many moving parts to provide ongoing and increasing value to those audiences. They love working collaboratively with a team to reach the best possible result. They are religious about staying ahead of the curve on online video trends and strategies and understand how to build a multi-faceted, resilient online platform. More than anything, they are skilled in moving beyond mere "content creation" to developing products that play a significant role in changing lives.

- Education:** Associate's or Bachelor's
- Work Experience:** 3-5 years in video social media and/or high-level UX design with measurable history of success
- Knowledge areas:** SEO/digital ads, effective social media marketing (especially video platforms like YouTube), online platform development and UX
- Competencies:** Teamwork, management, planning and time management, creative direction experience a plus
- Computer/Tech Skills:** Project management and teamwork tools (we use Asana, Slack, and Dropbox), YouTube for creators, Facebook Ads Manager, stays up to date on social and video platforms and tactics
- Physical/Other Requirements:** talking, hearing, seeing, typing
- Travel:** Minimal

Position Classification: Exempt