



**COLSON
CENTER**
FOR CHRISTIAN
WORLDVIEW

JOB LISTING

Title: Marketing Director
Location: Colorado Springs, Colorado
Position reports to: Vice President of Programs
Salary range: \$85,000-\$105,000
Date written: December 2021

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Job announcement and context (pages 2-4)

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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, and/or this particular role, resonates with you?
 2. **QUESTION 2:** Tell us more about your background in marketing leadership—what have you seen as the essentials in building strong long-term operations that grow engaged audiences?
 3. **QUESTION 3:** Think about a time when you were happiest and most successful in a job. What was it about your job and/or workplace that made you thrive?
 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. **Please provide at least one reference** who can give us firsthand perspective on what it's like to work with you on a team.

Job announcement and context

December 2021

The Colson Center is hiring a Director for our Marketing team.

The Marketing Director is responsible for aggressively growing the Colson Center’s engaged audience, and directing the inbound marketing operation that delights and retains that audience.

The job has two major pieces, one established and one new. The established part is to direct the staff on the Marketing team toward the next level of excellence in our inbound marketing (including general-file fundraising campaigns) and audience engagement. The new part is to drive the strategy and new ingredients to reach more people at scale, both directly through B2C efforts and in partnership with other Colson Center resources on B2B efforts (churches, schools, etc.). We are in the final phases of a project that has updated our target audience profiles, optimized our products for those audiences, and expanded our marketing and publicity personnel and systems—so the next step will be to take our products to those audiences at scale.

Structurally, this position reports to the Vice President of Programs and is part of the content and marketing “brain trust” along with the Creative Director (responsible for design and collateral) and Senior Editor (responsible for content development). These three and their teams work closely together to achieve goals—we believe our theology, values, and goals should be reflected not only in our content but in our marketing strategies and design (and in turn, marketing should be able to dialogue with the content side rather than just do its best with what it is given; we see marketing as an integral part of the operation). Each director has clear areas of ownership and freedom to run a strong team. The Marketing team includes a marketing coordinator, publicity coordinator, events manager, engagement specialist, and part-time staff who provide support services. (Not including specialists like graphic designers and video editors on the Creative Services team.)

The ideal candidate for this role has a proven track record of successful audience-building. Not simply short-term campaigns that hit immediate goals, but long-term growth with sustained engagement. This person knows the difference between vanity stats and true ROI, and understands how to leverage every tool available to today’s marketing director to achieve the latter; from social and email, to web and SEO, to radio, to events, to earned media, and so on. They are also proficient at managing a team in such a way that they get the best out of each person and grow the team’s abilities and capacity over time. And they are obsessive about combing through well-organized data to look for opportunities and threats.

Because of the nature of our work, a certain amount of theological literacy is a major plus—the Marketing director needs to be able to understand what’s different about the Colson Center. 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 team

The Colson Center has tripled to over 30 staff in the last three to four years. Our Marketing team 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.

(One side note: that successful operation includes general file fundraising campaigns. We've developed our own model for this that runs far more like a traditional marketing campaign than an old-school direct mail campaign, so we operate these campaigns out of the Marketing team.)

The Marketing team is a part of our larger Programs department, along with our Creative Services (i.e. design) team and our Products (i.e. content) team. The three teams 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.***

Flexible work policies

Our Colorado Springs office is friendly to a work-life balance. Working from home much of the time is common (the staff is required to be in the office 10-3 on Tuesdays and Thursdays and we are intentional about using that time for smart collaboration and time together). Friday afternoons are optional if an employee's work is finished. Our benefits package is extremely competitive and includes healthcare, vision, dental, and a variety of other benefits.

Position Description

Marketing Director

Summary

The Marketing Director is responsible for growing the Colson Center’s audience, and directing the inbound marketing operation that delights and retains that audience.

- Title: Marketing Director
- Location: Colorado Springs, Colorado
- Reports to: Vice President of Programs
- Salary range: \$85,000-\$105,000

Description of Duties

<i>Priority</i>	<i>Duties</i>	<i>Est Hrs/Wk</i>
1	Direct outbound marketing strategy and operations – Achieve Colson Center growth goals by devising and executing outbound marketing strategies. Regularly develop/update audience profiles. Identify and develop strategic partners, including media. Supervise publicity/PR efforts to facilitate long-term marketing success, including contributing to B2B efforts.	25
2	Supervise inbound marketing operations – Manage campaigns, including general-file fundraising campaigns. Work with product managers and senior editor to optimize products and language for target audiences. Increase cross-pollination within the product ecosystem.	10
3	Develop marketing infrastructure – Develop (and when relevant, recruit) talent via staff and vendors. Improve internal ROI mechanisms via good tactics and processes for engagement, lead gen, etc. Regularly review analytics and identify threats and opportunities based on leading indicators and other insights.	5

Expectations & KPIs

- **Outbound marketing** – Grow the Colson Center’s connected audience per annual goals. *Metrics: # of people actively connected with the organization (reading emails, visiting website regularly, listening to podcasts, etc.).*

- **Inbound marketing** – Achieve campaign goals and ongoing conversion goals. *Metrics: lead generation and engagement goals, per-campaign goals (products sold, dollars raised, etc.).*
- **Marketing infrastructure** – Report monthly on staff, infrastructure, and insights, with planned action items/recommendations. *Metrics: self-explanatory.*

Additional Details

Guidelines for All Employees

The Holy Bible, Employee Handbook, [Statement of Faith](#)

Minimum Qualifications

Ideal candidate: The ideal candidate for this role has a proven track record of successful audience-building. Not simply short-term campaigns that hit immediate goals, but long-term growth with sustained engagement. This person knows the difference between vanity stats and true ROI, and understands how to leverage every tool available to today’s marketing director to achieve the latter; from social and email, to web and SEO, to radio, to events, to earned media, and so on. They are also proficient at managing a team in such a way that they get the best out of each person and grow the team’s abilities and capacity over time. Also: because of the nature of our work, a certain amount of theological literacy is a major plus.

- **Education:** Associate’s or Bachelor’s
- **Work Experience:** 5-10 years’ experience in outbound marketing and audience building
- **Knowledge areas:** Earned media and publicity, PPC, social media brand building, email marketing; strong knowledge of the evolving Christian market a plus
- **Competencies:** Highly creative in identifying target audiences and designing campaigns to motivate them, excellent personnel management with an orientation toward staff development and empowerment
- **Computer/Tech Skills:** Comfortable with modern project management tools (we use Asana) and digital marketing and CRM tools (we use Hubspot), as well as utilizing analytics tools to forecast, track, and report data and insights
- **Physical/Other Requirements:** talking, hearing, seeing, typing.
- **Travel:** Minimal.

Position Classification: Exempt