COLSON CENTER
Every Christian can live like one.

JOB OPENING:

Breakpoint - Executive Producer
The Colson Center is seeking a leader for the next chapter of its flagship product.

The Colson Center is hiring an Executive Producer for Breakpoint.

The Breakpoint Executive Producer is responsible for the overall success of the Breakpoint product, including production quality, Colson Center mission alignment and value, and audience growth. The ideal candidate understands how to leverage a thought leader-centered show into a widely known and utilized multimedia product.

Breakpoint was launched as a radio show 30 years ago, and has always been built around the thought leadership of its host (first Chuck Colson and now John Stonestreet). In more recent years, it has evolved into a top religion & spirituality podcast, and a high-traffic blog and email product. Breakpoint’s mission is to meet people in the things they see going on around them, and connect those stories to God’s story, so clients can live like Christians in their time and place.

In the past year, our podcast audience has nearly tripled to 1.1 million downloads per month, with similar gains in social media engagement and growing interest from radio stations. The demand for faithful Christian teaching on public theology is high, and we are looking for a leader who can help us meet that demand for a much wider audience.

The ideal candidate understands Christian market trends, and has a proven gift for turning quality teaching into popular products across media platforms. He/she also has a track record of sustainably getting the best out of a diverse team, and maintaining high brand loyalty and retention both internally and externally.

OTHER REQUIREMENTS

1. Must be willing to sign our Statement of Faith.
2. Residency in (or willing to relocate to) Colorado Springs is a major plus.

HOW TO APPLY

Visit our Careers page and use the provided form at the bottom. In your cover letter, please explain what about the Colson Center's mission resonates with you, and give some narrative to your relevant history that will help us understand why we should interview you to be Breakpoint's next Executive Producer.
# Position Description

## SUMMARY

The Breakpoint Executive Producer is responsible for optimizing and leveraging a thought leader-centered audio show into a widely known, utilized, and respected multimedia product.

### Title:
Executive Producer, Breakpoint

### Location:
Colorado Springs, Colorado

### Position reports to:
Vice President of Programs

### Salary range:
$85,000-$95,000

### Date written:
June 2022

## PRIORITY | DESCRIPTION OF DUTIES | HRS/WK
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1 | **Grow the product.** Assess demand; customer requirements, market trends, and competition. Help adapt the product’s strategy accordingly, continually evaluating progress and adjusting tactics along the way. | 20
2 | **Manage the product.** Work with the leadership team to optimize the product for current and future platforms, including both hosted platforms and syndication and partnership opportunities. Maintain high quality standards with the help of the senior editor and staff. | 10
3 | **Champion the product.** Communicate effectively with all stakeholders, from the product team to the Colson Center staff to the current and potential consumers, ensuring high rates of product awareness, mission comprehension, and word of mouth support. Track, analyze, and report results; and celebrate milestones. | 10

## EXPECTATIONS & KPIs

- **Product visibility and audience size** – Grow awareness, followership, and regular consumption of the product. **Metrics:** PR benchmarks, return site traffic, active email subscribers/downloads, earned media performance, etc.

- **Engagement and revenue** – Increase user engagement via CTAs, online course participation, and revenue. **Metrics:** CTA conversion rates, ticket sales, subscriptions, and donations.

- **Management** – Ensure the product engine produces the highest quality product in a sustainable way; maintain standards for production efficiency and for quality, leaving bandwidth for improvement sprints. **Metrics:** various internal workload benchmarks, deadlines, and quality control mechanisms.
Additional Details

GUIDELINES FOR ALL EMPLOYEES

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

MINIMUM QUALIFICATIONS

Ideal candidate: The ideal candidate will have the ability (preferably with a track record) to leverage a quality thought leadership media product into a significantly larger audience. Specifically, this candidate brings insight into the market in question and trends in the church, is a gifted translator of theological/spiritual value to market needs, and understands how to adapt and amplify good teaching and content across media platforms and social networks. He/she has a track record of sustainably getting the best out of a diverse team and maintaining brand loyalty both internally and externally.

- **Education**: Bachelor’s degree or equivalent work experience in business administration, marketing, or a similar field.

- **Work Experience**: 3-5 years in product management, brand development, or marketing, preferably on a similar show.

- **Knowledge areas**: Product development, brand management, digital marketing, media platforms. Theology/worldview knowledge, and understanding of the Christian ministry markets, both significant pluses.

- **Competencies**: Exceptional at creating and retaining buy-in across diverse teams and stakeholders (both in person and online), leveraging skills within a team to run an efficient operation sustainably, and demonstrable experience launching or growing successful products.

- **Computer/Tech Skills**: Project management and teamwork tools, up to date on the social media/streaming/podcast spaces and best practices. Basic competency with analytics tools a plus.

- **Physical/Other Requirements**: talking, hearing, seeing, typing.

- **Travel**: Minimal.

Position Classification: Exempt

Benefits

- Health/Dental/Vision/Life/Long-Term Disability/AD&D/Short-Term Disability Insurance
- 403(b) Retirement Plan
- Health Reimbursement Agreement
- Education Assistance Program
- Paid Time Off
ABOUT THE COLSON CENTER

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 BREAKPOINT TEAM

The Colson Center has tripled to over 30 staff in the last four years. The Breakpoint writers live all over the country, but the senior product and editorial staff works in our beautifully remodeled office in Colorado Springs. We added a senior editor last fall and more support staff in the spring to streamline processes, provide better marketing support, and increase messaging consistency and quality. We’re looking for someone to join a successful operation to help us evolve it to the next level.

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.

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.