



Advancing Christ's Light in Prisons

MARKETING COORDINATOR RALEIGH, NC

OVERVIEW

Christian Library International (CLI) seeks a highly motivated, creative professional to create and administer an engaging marketing strategy for a growing Christian-based nonprofit.

As a prison ministry that began in 1996 and now serves over 1,500 prisons, CLI exists to glorify God by leading inmates to a meaningful relationship with Jesus Christ. This is achieved by providing God's word through books, Bibles, Bible studies, CDs, DVDS and tracts. Volunteers connect with inmates by letter and minister to them through the CLI Leadership Bible study and the Disciple of Christ Study.

CLI is headquartered in Raleigh, North Carolina and serves US prisons in all 50 states. The vision is to establish CLI Hubs in communities across the US to increase service for inmates and connection with local churches and prison chaplains. Currently most of CLI's financial and volunteer support comes from North Carolina. To actualize the long-term vision for the ministry, leadership and resources are needed to expand the network of active communities supporting CLI.

THE LEADERSHIP OPPORTUNITY

Communicating impact and connecting individuals with the mission is critical to success. The Marketing Coordinator will be a highly motivated, creative individual with experience and a passion for sharing the mission of CLI with current and future volunteers, donors, and congregations through relevant marketing and communications strategies. The key objective of this position is communicating CLI's brand in a positive, authentic way that will attract church partners, turn interested people into supporters, and turn supporters into volunteers, leaders, and donors.

Reporting to the Executive Director, the Marketing Coordinator will be responsible for brand and content management, collateral materials, CLI's social media presence, and supporting the ministry's fundraising efforts. Duties and responsibilities include:

- Mapping out a comprehensive marketing plan and set goals. Driving strategies that are proven by testing and metrics. Analyzing key metrics and adjusting strategy as needed;
- Implementation of a content editorial calendar to manage and plan specific, timely marketing and development-related campaigns;
- Development of CLI's overall brand awareness and online reputation;
- Oversight of content management: creating, curating, and managing all published content (images, video and written);
- Producing a quarterly newsletter;
- Management of social media marketing campaigns. Monitor, listen and respond to constituents in a "Social" way while cultivating leads and relationships;
- Working with CLI's Development Director on campaign content and execution for annual appeal mailings, emails, and social media reinforcement. Supporting brand management, content, and awareness campaigns for all special events. Showcase donor support through collateral pieces and social media;
- Coordination of webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly;
- Responsibility for public relations strategies, managing all media contacts and connecting reporters with the appropriate internal spokesperson. Preparing organizational press releases and ensuring proper dissemination;
- Serving as an advocate for CLI in social media spaces, engaging in dialogues and answering questions where appropriate;
- Developing and expand community and/or influencer outreach efforts;
- Compiling reports for management showing result;

ATTRIBUTES OF THE IDEAL MARKETING COORDINATOR

The Marketing Coordinator must be committed to the mission and vision of CLI and bring their high energy, positive, "can-do" attitude to work with a dedicated team who is passionate about bringing Christ to the imprisoned. They will be determined to grow brand and reach of the CLI community online and those actively engaged supporting the organization. In addition, he or she should possess key credentials, including:

- Bachelor's Degree (preferred);
- Three to five years of marketing and social media experience with a track record of success;
- Comfortable working as part of a Christian ministry;

- Demonstrated skills, knowledge and experience in the design and execution of effective marketing, communication and social media plans;
- Experience overseeing the design and production of print materials and publications;
- Demonstrated successful experience writing press releases, making presentations and negotiating with the media;
- Experience with SEO (search engine optimization) and generation of inbound traffic;
- Above average technical capabilities with computers and software;
- Friendly, outgoing, team player. Willing and able to learn new skills;
- Self-starter with strong work ethic and the ability to work independently.
- Strong verbal and written communications skills, including a demonstrated ability to be persuasive.

APPLICATION PROCESS

To apply, upload a cover letter, resume, references, and salary requirements to armstrongmcguire.com/apply. Email mendi@armstrongmcguire.com in case of technical problems. No phone calls please.