

## About RightNow Media

RightNow Media serves 18,000 churches and businesses every day in 25 countries. Similar to Netflix, our streaming media service allows Christians to access over 20,000 Bible study videos from 250 of the top Christian publishers, ministries, and communicators in the country. In addition to distributing video content from other producers, our team has produced many RightNow Media Originals featuring well-known pastors and leaders including Matt Chandler, Jennie Allen, Max Lucado, Francis Chan, David Platt, Eric Mason, Chip Ingram, Louie Giglio, Gary Thomas, Lisa Harper, and others. RightNow Media has videos for small groups, families, students, leadership development, and much more.

As a non-profit organization, we firmly believe the mission of the Church matters. Everything we do is rooted in the belief that the Church—God's people—can have a powerful impact on this world through the power of the gospel. Our team loves the Church.

We value family. We value hard work. We value teams. We value the power of stories.

## Job Description :: Marketing Manager

RightNow Media is looking for a Marketing Manager to join our marketing team in McKinney, TX. The Marketing Manager will be a key leader in the marketing department, providing strong leadership to a team of strategic marketers, setting goals & objectives for the team, and completing projects assigned by senior leadership. This position reports directly to the Vice President of Marketing. The Marketing Manager is responsible for a variety of things including (but not limited to):

- Working closely with the Vice President of Marketing to develop and implement a clear marketing strategy for the organization.
- Leading a growing team of strategic marketers that includes a Social Media Coordinator and Digital Marketing Specialist.
- Working with other teams in the organization—Sales, Customer Success, Software, Publishing, and Video Production—to execute projects and continually improve the business.
- Managing a large number of widely varied projects at any given time.
- Supporting the Vice President of Marketing by establishing and/or maintaining strong external partnerships.
- Being able to dig into the tactical execution of projects spanning digital advertising, email marketing, push notifications, website testing, ecommerce, and more.
- Measuring and analyzing program results and presenting them to senior leadership.
- Leading project teams that include team members from multiple departments across the organization.

This role needs to be able to find a balance between high level leadership and hands-on work, usually in the course of the same day. Here's an example of a typical day:

- Begin the day strategizing with the Vice President of Marketing about a new 3-year partnership with another large organization.
- Next, meet with your Social Media Coordinator to review the content calendar for the next three months and discuss the details of an upcoming digital advertising campaign.
- Spend time building a digital ad campaign that promotes our latest webinar to a targeted group of potential customers.
- After lunch, meet with members of the Sales team who will be participating in the upcoming conferences where you have arranged for us to be a sponsor and exhibitor.

*Continued on Page 2*

- Then, meet with your Digital Marketing Specialist to talk through the plans to reorganize the online libraries for our streaming video content.
- Finally, end the day reviewing the current A/B test on our website and preparing for the experimentation meeting tomorrow.

### Key Duties & Responsibilities:

The Marketing Manager is responsible for a variety of projects including (but not limited to):

- Team Leadership - Manage a team of strategic marketers, providing direction on projects and daily tasks that align with organizational goals.
- Marketing Strategy - Work closely with the Vice President of Marketing to identify strategic opportunities to reach new customers and engage with existing customers, iterating on existing ideas while also coming to the table with new ideas.
- Digital Marketing - Develop digital marketing strategies and execute on tactics, including things like landing page design, social media & remarketing ad design, email drip campaign creation, and analyzing project results. Must have a desire to grow and upgrade organizational capabilities in digital.
- Customer Marketing - Manage initiatives that focus on the retention and engagement of existing customers, including email marketing, push notifications, content marketing, social media, and other new ideas.
- Project Management - Manage projects from start to finish that require the involvement of multiple departments across the organization.
- Data Analysis - Measure, analyze, and report project performance to Vice President of Marketing and other senior leaders.
- Budget Management - Support the Vice President of Marketing in creating and managing the annual marketing budget.
- Partner & Vendor Relationships - Manage relationships with vendors and partners, and look for new partnership opportunities.
- Testing & Experimentation - Lead weekly testing & experimentation meetings and manage the scheduling & implementation of new online experiments.
- Internal Ambassador - Work closely with other departments by sharing ideas, building relationships, and supporting a variety of initiatives across the organization.

### Skills Required:

- Exceptional time management skills with ability to handle multiple projects at one time.
- Must be a jack-of-all-trades with a master-of-none mentality, equally willing to jump into any project or hand it off to a team member at any point in time.
- Ability to effectively communicate vision & strategy to senior leaders, gaining consensus on ideas.
- Able to manage cross-functional teams, providing leadership and ensuring tasks related to projects are completed.
- Be highly creative yet equally as comfortable analyzing campaign performance and ROI data.
- Be a proactive self-starter, able to work effectively in a fast-paced environment.
- Must be able to organize team activities based on shifting priorities and deadlines.
- Detail and data-driven with exceptional organizational skills.
- Strong presentation skills.
- A positive attitude that resonates throughout the organization.

*Continued on Page 3*

**Experience Required:**

- Bachelor's degree in Marketing or related field.
- 5-7 years of experience in a marketing role.
- 3+ years of experience managing a team, with experience in hiring as well.
- 3+ years working with tools like Google Analytics, Google Tag Manager, Facebook Ads, Twitter Ads, and AdWords.
- 2+ years working with MailChimp or similar email platform.
- 2+ years of experience marketing at a SaaS or ecommerce company is preferred.
- Strong background in lead generation, SEM, PPC, social media advertising, and SEO.

**Benefits:**

- Competitive Salary + Bonus Opportunity
- Medical, Life, and Disability Insurance Plans
- Paid Time Off
- Paid Holidays (including the week between Christmas & New Years)

**If Interested:**

Please read through the job description and requirements. Only qualified applicants will be considered.

Be sure to visit [rightnowmedia.org](https://rightnowmedia.org) for a better understanding of our ministry.

Please fill out an online application at [rightnowmedia.org/careers](https://rightnowmedia.org/careers) where you can submit a cover letter and resume.

In your cover letter, please include information about your life and salary requirements.