

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 biblical 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 Specialist

RightNow Media is looking for a Marketing Specialist to join our marketing team in McKinney, TX. This role plays a pivotal part in customizing and supporting marketing efforts to drive brand awareness, lead generation, and ultimately new customer relationships around the world. In this role, you’ll manage the implementation of marketing projects and strategies, create and manage social media and email content, dive into digital advertising campaigns, and analyze the results of your efforts.

Essential Functions & Responsibilities:

- Work closely with the Marketing Manager and Vice President of Marketing to implement marketing strategies to promote RightNow Media around the world consistent with its existing brand
- Manage several widely varied projects at any given time
- Work with the Social Media Coordinator to proactively create and manage social media content as needed, with adherence to established guidelines and procedures
- Work closely with the Design, Production, and International teams for graphics and video content that can be shared with regional audiences
- Write and manage emails going out to users and potential users in various regions

- Write and/or edit marketing collateral to support communication plans as needed
- Measure and analyze campaign and engagement results

Eligibility Competencies:

- Exceptional time management skills with ability to handle multiple projects at once and within deadline
- Interest in learning about other cultures and becoming an expert about regions of the world (demographics, cultural norms, competitive landscape, etc.)
- A proactive self-starter, able to work effectively in a fast-paced environment independently and as part of a team
- Strong project management skills, with ability to keep track of multiple initiatives, meet deadlines, and clearly communicate expectations and status updates
- Ability to develop and maintain collaborative relationships with peers and colleagues across the organization
- A positive, team player attitude with strong oral and written communication skills
- Exceptional copywriting and editing abilities with high level of attention to detail
- Bachelor's degree in Marketing or related field
- 2+ years of digital advertising experience (SEM, PPC, social media advertising, SEO, lead generation)
- 2+ years of developing content and implementing marketing strategies
- 2+ years working in social media professionally as part of a company or brand
- 1+ years working with Mailchimp or similar email platform
- Intimate knowledge of all major social media channels
- Working familiarity with Google Tag Manager, Google Ads, and Google Analytics preferred
- Some experience in graphic design (Photoshop) preferred
- Thorough understanding of branding, marketing, and consumer behavior with the ability to apply that knowledge to other regions' target audience
- Experience working with team members dispersed across the globe is strongly preferred

Organizational Relationship:

The Marketing Specialist reports directly to the Marketing Manager.

Benefits

- Competitive salary
- Medical, Vision, Dental, life, and disability insurance plans
- Paid time off
- Paid holidays (including the week between Christmas & New Year)

If Interested:

Please read through the job description and requirements. Only qualified applicants will be considered. Visit rightnowmedia.org and rightnow.org for a better understanding of our ministry. Please fill out an online application where you can submit a cover letter and resume at rightnowmedia.org/careers. In your cover letter please include information about your life and salary requirements.