

Digital Media Director

The Center for Truth in Love (TIL)

Location: Remote (Travel opportunities available)

Position Summary

The **Digital Media Director** will provide strategic leadership, creative oversight, and operational management for all digital media initiatives. This individual will be responsible for developing and executing a comprehensive content strategy that expands audience reach, increases engagement, strengthens ministry impact, and supports organizational growth.

The ideal candidate combines strategic thinking with strong execution skills, understands current digital media trends, and possesses a passion for using media to advance the Gospel.

Key Responsibilities

Digital Media Strategy

- Develop and implement a comprehensive digital media strategy aligned with ministry objectives.
- Create annual, quarterly, and monthly content plans that support organizational priorities.
- Identify opportunities to expand audience reach, increase engagement, and grow ministry influence.
- Analyze platform performance and recommend data-driven improvements.

Content Leadership & Production

- Oversee the development, production, and distribution of content across all digital platforms.
- Review and approve podcasts, videos, social media content, and other digital assets prior to publication.
- Ensure content quality, consistency, theological alignment, and brand integrity.
- Collaborate with leadership to develop creative campaigns and new content initiatives.

Team Leadership

- Lead and coordinate remote editors, content creators, videographers, contractors, and volunteers.
- Establish production schedules, deadlines, and accountability systems.
- Foster a culture of creativity, excellence, collaboration, and continuous improvement.
- Recruit and develop media talent as the ministry grows.

Social Media & Audience Growth

- Oversee social media strategy and execution across all major platforms.
- Manage content scheduling, publishing workflows, and platform optimization.
- Develop strategies to increase followers, engagement, watch time, and overall reach.
- Monitor trends and emerging opportunities within the digital media landscape.

Workflow & Systems Development

- Build, refine, and manage scalable content production pipelines.
- Implement systems that maximize efficiency and ensure consistent content output.
- Coordinate project management processes for media initiatives.
- Maintain content calendars and production schedules.

Executive Collaboration

- Work closely with President and CEO Ben Schettler to translate vision into actionable media initiatives.
- Advise leadership on digital media opportunities, audience engagement, and content effectiveness.
- Support strategic ministry initiatives through creative media solutions.

Qualifications

Required

- Strong commitment to the mission, values, and biblical worldview of The Center for Truth in Love.
- Demonstrated experience leading digital media, content production, or social media initiatives.
- Experience managing creative teams, including remote staff and contractors.
- Strong understanding of YouTube, Facebook, Instagram, X, TikTok, podcasts, and emerging digital platforms.
- Excellent organizational, communication, and project management skills.
- Ability to manage multiple projects and deadlines simultaneously.
- Strong analytical skills with experience using performance metrics to guide decision-making.

Preferred

- Experience in ministry, nonprofit, faith-based media, or Christian organizations.
- Experience managing podcast production and distribution.
- Knowledge of digital advertising and audience growth strategies.
- Familiarity with video production, editing workflows, and content repurposing.
- Experience developing media strategies that drive measurable growth.

Key Characteristics

- Strong Christian testimony and commitment to biblical truth.
- Strategic thinker with an execution mindset.
- Creative problem solver.
- Self-starter who thrives in a fast-paced environment.
- Team-oriented leader who develops others.
- Passionate about leveraging media to advance the Gospel and impact culture.

Success in This Role

The successful candidate will help establish The Center for Truth in Love as a trusted national voice by expanding our digital reach, increasing engagement across platforms, developing scalable content systems, and transforming ministry vision into measurable media impact.