



3700 Galley Rd. Colorado Springs, CO 80909 www.elifenetwork.com

Life Network exists to cultivate a community that values life through the love of Christ

EDUCATION FOR A LIFETIME MEDIA AND PROGRAM COORDINATOR

The Education for a Lifetime (EFL) Media and Program Manager will ensure that EFL is optimizing its communication and other digital assets to effectively reach a growing number of donors and community members to promote EFL programming and be a resource to our city and the region. The position includes being the primary point of contact with schools and organizations, scheduling both school and program speakers each semester to present our programs. This role also works to assist the department's growing awareness and deeper engagement with the community – using EFL's websites, social media, and other digital and offline tools.

CLASSIFICATION

Full-time at 32 hours per week. Reports to the Church and Community Relations Director.

RESPONSIBILITIES

Communication

- Provide writing support to the EFL department across its ongoing communication
- Partner with department to support strategy and communications for organizations key events
- Answer EFL phone line, follow up with phone calls, process voicemails and emails, and keep the EFL team posted of any communication that needs to be handled

Media Communication

- Shepherd and drive the organizations digital strategy for reaching both supporters, and clients, including its websites, social media and email.
- Maintain and grow the impact of the organizations flagship website: www.educationforalifetime.org
- Understand and use the analytics of websites, emails and social sites to refine and improve impact across its digital assets
- Maintain EFL's relevancy through innovative and powerful digital approaches such as online paid ads, social media, email, geo-targeting, proactive tools for cultivating client review, online videos, etc.
- Make basic edits and updates to websites
- For social media platforms (Facebook and Instagram), the EFL website, and our curriculums:
 - Write content
 - Make edits and updates
 - Create and design digital graphics
 - Develop and implement social media plan

Program Collaboration

- Schedule and coordinate with schools and program speakers
- Implement school programs in targeted middle and high schools in the local community
- Cultivate and maintain relationships with local school counselors, teachers, and administrators
- Provide ongoing support and encouragement for program speakers alongside the

Assistant Director

- Coordinate program training with volunteers and additional organizations alongside the Assistant Director

Administration

- Attend EFL team meetings and keep EFL Director updated on progress
- Assist with Volunteer Care
- Assist with Pursue Scheduling in Schools
- Provide admin support for the Program Evaluation with Practical Statistics
- Attend monthly Life Network staff meetings
- Participate and support Life Network at all major events [required for all LN staff]
- Assist with any EFL department events, meetings or other assigned tasks.
- Maintain presentation equipment
- Purchase office supplies and anything needed for EFL or Church Relations.
- Participation by all staff is required at Life Network's major events

EXPERIENCE

- Bachelor's degree or equivalent work experience
- Minimum of two years' experience working in content managing and social media usage for organizations

QUALIFICATIONS

- Strong advocate for sanctity of life issues
- Possesses Christian testimony with evidence of Christian maturity in personal and professional life
- Active commitment in a local church
- A passion for the ministry accomplished through Life Network and a heart for reaching the lost of our community/world with the Gospel
- Exceptional interpersonal, organizational and communication skills, both oral and written, with a high degree of professionalism and maturity
- Ability to lead and effectively encourage and direct adult volunteers
- Ability to communicate effectively with youth and adults of diverse socio-economic backgrounds including "at risk" youth
- Awareness of current youth culture and a genuine love for students
- Ability to function well in a team environment
- Ability to manage confidential information
- Ability to write clear and concise reports, letters, and memos
- Ability to use a computer effectively, including word processing, spreadsheet and data base management program
- Agrees to pass a background check

CONTACT INFORMATION

Please send cover letter, resume and completed application to Luz Davidson, Operations Manager, HR@elifenetwork.com or Life Network, 3700 Galley Rd., Colorado Springs, CO 80909.