

## JOB DESCRIPTION

**Job Title:** Content Marketer  
**Reports To:** Director of Content  
**FLSA Status:** Non-exempt, Full-time

**Position Summary:** White Horse, Inc. (“WHI”) is looking for a prolific and talented Content Marketer to write and produce various types of web content to expand WHI’s digital awareness, subscribers, and influence. The Content Marketer requires a dual-minded approach: highly creative and an excellent writer but can also be process-driven, think scale, and rely on data to make decisions.

The Content Marketer will work in concert with our content team to oversee production of content on White Horse Inn & Core Christianity websites, including web pages, Bible studies, blog posts, guest articles, reviews, images, videos, and occasionally social media and marketing copy.

The Content Marketer will draw upon knowledge of the various theological traditions, familiar with the evangelical world to connect Reformation theology to the key questions and issues of our day.

### Essential Duties and Responsibilities:

- Create and curate various content resources for WHI digital platforms to increase traffic and influence
- Monitor content projects – produce content schedules, track action items; set priorities; research and resolve issues
- Collaborate with writers, web designers, and industry experts to produce relevant content that reaches our audience
- Cultivate and manage relationships with contract writers, content producers, and contract editors to ensure that assigned projects are delivered within deadlines
- Analyze digital content hubs and all supporting social channels including email / newsletter distribution. This person must understand the basic best practices of major web content sites and main social media channels- which content and approaches work on each and why
- Maintain and present data to directors and content team related to the number of users, page views, and other metrics
- Assist with uploading and images, graphics and artwork
- Attend and contribute to weekly team meetings, providing regular content project status reports
- Assist with weekly newsletter creation

- Edit and proofread documents according to company editorial standards, following company style guide to ensure document quality, clarity and consistency
- Independently research and evaluate new and emerging methods in web technology
- Organize user testing and market research projects to ensure that the website's content is suitable for the audience
- Occasionally update HTML, CSS and JavaScript on our websites

**Qualifications:**

- Min. 2 years proven experience building audiences either online or offline
- BA/BS in Marketing, Business, or related field. Master's degree in Theology preferred
- Working knowledge of HTML, CSS, JavaScript, and web design concepts is preferred
- Experience with Adobe Creative Suite (particularly Photoshop and InDesign).
- The individual should be a member in good standing with a confessional church from a reformational heritage such as PCA, URCNA, LCMS, Reformed Baptist London Confession, Anglican 39 Articles, OPC, or similar.
- Applicants should be in agreement with the vision and mission of White Horse, Inc. (<https://www.whitehorseinn.org/about-us/>)

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions, absent undue hardship.

White Horse, Inc. is an equal opportunity employer and strictly adheres to a policy of nondiscrimination without regard to race, color, sex, handicap, or national origin. All reasonable efforts will be made to protect the confidentiality of candidates.

## JOB DESCRIPTION DISCLAIMER

*The above job description is not intended to be an exhaustive list of all responsibilities, duties, skills, efforts, requirements or working conditions associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job or to require that other or different tasks be performed as assigned and are subject to the standard White Horse Inc confidentiality agreement.*

*Employment with White Horse, Inc. is at-will. White Horse, Inc. may exercise its at-will rights at any time for any lawful reason unless a written employment agreement exists with White Horse, Inc. that provides otherwise*

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**ACKNOWLEDGED: Supervisor / Manager Signature**

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**Date**

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**ACKNOWLEDGED: Employee Signature**

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**Date**

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**PRINT: Employee Name**

### **About White Horse, Inc.**

White Horse, Inc. ([www.whitehorseinn.org](http://www.whitehorseinn.org)) is a multimedia catalyst for reformation. We believe that each generation must rediscover and apply the gospel to their own time. We long to see a second reformation take hold of our churches and return them to the God-honoring, Christ-centered, Spirit-wrought places of worship they should be. Over the past twenty years, we've grown more hopeful that such a reformation is possible. So, we're putting our time and resources to work toward one. Our mission is to help Christians "know what they believe and why they believe it" through conversational theology. The conversations take place in talk show, magazine, event, book, blog and social media formats. Our vision is to see a modern reformation in our churches through a rediscovery of God, the gospel, and the classic Christian confessions proclaimed during the sixteenth-century Reformation. More than just a talk show and a magazine, White Horse Inn is a conversation for reformation. C. S. Lewis famously remarked that "mere Christianity" is like a hallway. In this hallway, real conversations between Christians of different convictions can begin and develop over time as we emerge from these various rooms to speak of Christ and his gospel to one another. For twenty years, White Horse Inn has hosted this conversation both on the radio (White Horse Inn) and in print (Modern Reformation) in the spirit of that great hallway of "mere Christianity," bringing the rich resources of the Reformation to bear on American evangelicalism.