



Marketing Manager

JOB DESCRIPTION

Sola Media endeavors to faithfully proclaim the truth of God's word all over the world in accessible and meaningful formats. We serve as a resource for churches and individuals, equipping them to proclaim truth.

POSITION SUMMARY

Sola Media is seeking an enthusiastic, full-time, service-oriented Marketing Manager to lead the development, execution, and continuous improvement of multi-channel marketing strategies that drive growth, enhance brand visibility, and support the global distribution of our resources.

This is a mission-critical role at the heart of our outreach. You'll manage content across social media, email, video, and web platforms: writing, coordinating, and packaging compelling campaigns that help connect new and existing audiences to our podcasts, articles, books, and events. You will work cross-functionally with design, editorial, production, and development teams to position Sola Media competitively and serve our audiences with consistent, accessible, and trustworthy resources.

You will also play a key role in audience development strategy, marketing funnel optimization, and high-level campaign planning to support organizational goals across brand, content, and fundraising.

The ideal candidate is (i) a creative communicator and marketing strategist who thrives in a fast-paced, collaborative environment, and (ii) passionate about reaching broader audiences with truth and clarity, excited about learning new marketing technologies, and deeply aligned with the theological mission of Sola Media.

REPORTS TO	DIRECTOR OF MARKETING & DEVELOPMENT
JOB TYPE	Salaried, Full-time
PAY RANGE	\$75-\$105K annually, based on qualifications and geographic location
EXPERIENCE	5+ years
LOCATION	San Diego, CA; will consider hybrid or remote

KEY DUTIES AND RESPONSIBILITIES

- Develop and continuously refine a comprehensive marketing calendar that aligns content across platforms with key organizational priorities and campaign milestones.
- Own end-to-end content campaign execution — including planning, messaging, creative direction, publishing, and performance analysis.
- Lead the development of clear, persuasive marketing copy across platforms, ensuring theological clarity, brand consistency, and donor resonance.
- Oversee brand fidelity across visual touchpoints and ensure creative output supports messaging strategy.
- Drive scalable social media strategy and publishing systems that ensure ongoing audience engagement and platform growth.
- Collaborate cross-functionally with content, editorial, design, production, and development teams to support unified messaging, launches, and donor initiatives.
- Provide mentorship, project oversight, and clear accountability for junior staff and freelance contributors.
- Maintain and evolve Sola's brand standards across voice, design, and messaging to ensure clarity, consistency, and theological alignment.

QUALIFICATIONS AND EDUCATION

- 5+ years in content marketing, digital strategy, or related field.
- Bachelor's degree in Marketing preferred; significant work experience can substitute for the degree.
- Experience and proclivity working in various marketing tools such as WordPress, Google Analytics, design tools (Canva, Photoshop, InDesign), and email marketing platforms (Virtuous or others).
- Excellent written and verbal communication skills. Experience writing marketing copy is preferred.
- Outstanding administrative and organizational skills: develop realistic action plans, prioritize tasks around schedules and deadlines, manage time effectively.
- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, social media, etc.
- Works effectively as part of a team, listening to, interacting with, and accepting ideas from teammates and stakeholders. Able to communicate effectively across all brands and departments.
- Adapts to changes in the work environment and plans; manages competing demands; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events.
- Applicants should be in agreement with the goals and values of Sola Media (<https://solamedia.org>).
- Conduct personal and professional behavior according to biblical values and the biblical lifestyle upheld by Sola Media. Membership in good standing in a Bible-believing church, preferably from a Reformational heritage.

SOLA MEDIA BENEFITS

Sola Media offers competitive salaries and a full benefits package to include:

- Medical, Dental, and Vision coverage for employee, spouse, and children
- Short-term, Long-term, and Basic Life insurance with opportunity to add Voluntary Life
- 401k Retirement plus company match
- 10 paid Holidays
- 4 paid Ministry Service days
- Robust vacation accrual and paid sick leave

Interested candidates, please submit your letter of interest and resume to hr@solamedia.org with attention to Doug Astor, Director of Marketing & Development.

ABOUT SOLA MEDIA

Sola Media serves today's global church by producing resources for reformation grounded in the historic Christian faith.

Our vision is to see reformation in hearts, homes, and churches around the world—so Christians know the good news of justification in Christ alone through faith alone and experience joy in the sufficiency of Christ, confidence in the assurance of salvation, freedom for their callings in the world, and relentless hope in Christ's coming kingdom. *Soli Deo Gloria.*

Since our founding 1990 by Dr. Michael Horton, we have expanded from our original White Horse Inn radio show on KKLA in Los Angeles to a multimedia platform downloaded and distributed millions of times and in over 200 countries.

Our work is rooted in Christ and his gospel as proclaimed in the Scriptures, articulated in the Christian confessions, and summarized in the five Solas of the Protestant Reformation: Scripture alone, by grace alone, through faith alone, through Christ alone, and for God's glory alone.

Through conversational theology, we feature voices from four confessional Christian traditions—Anglicans, Baptists, Lutherans, and Reformed—without minimizing our differences but engaging in respectful dialogue while remaining united around the core truths of the gospel. With this clear focus on the teachings of our Lord Jesus Christ, together, we believe that we can and will see a modern reformation with Christ at the center of our lives and the global church.