

# Resurgence

REACH | REVIVE | RELEASE

**Job Title:** Media Director

**Hours:** 0.3-0.4 Full-time Equivalent (FTE) (12-16 hours/week with potential for increased hours as you contribute to the ministry's growth)

**Reports to:** Executive Director, Travis Holownia

**Closing Date:** June 12, 2024 or until the position is filled

**Tentative Start Date:** June 1, 2024

## About Resurgence Initiatives:

Founded in 2008, Resurgence Initiatives is a Christian community focused on inspiring the body of Christ to arise together to affect their spheres of influence for God. The desire/heartbeat comes from Ezekiel 37; to see a "rising again" of our nation and beyond. The interdenominational, intergenerational ministry and reach of Resurgence involves missions, gatherings, retreats, events and itinerants, all led collaboratively by a leadership team, an Executive Director, and a Board of Directors.

The mandate of Resurgence is rooted firmly in Jesus Christ and centered around reaching people in a way that is... releasing leaders who are... and reviving churches so they are...

- Whole - healed and transformed by God
- Relational - connected as family
- Fruitful - intentional about our everyday actions
- Spirit-led - empowered by Holy Spirit
- Kingdom-minded - united as an expression of God's Kingdom

## The Role:

As our Media Director, you will be responsible for portraying our ministry online accurately and with excellence. Reporting to the Executive Director, you will develop and manage our online presence by capturing content from events, creating engaging reels and social media posts, developing and executing marketing plans, creating graphics and promotional videos, posting content on social media, and assisting with the production of our podcast.

## Position Suitability:

- You are a motivated, self-starter who is passionate about ministry.

- You are driven by a God-given vision to grow our media impact.
- You see this as more than just a job and feel called to this type of ministry.
- You have a servant's heart.
- You have a visionary mindset with the ability to dream big and generate creative ideas for growth.
- You have a passion for leveraging media to share and grow the mission and vision of Resurgence.
- You communicate effectively and build relationships with the Resurgence team, volunteers, and community.

As a key person on our team, your heart will be to see more people reached, revived, and released through our increased media presence.

### **Responsibilities:**

- Develop and manage Resurgence's online and social media presence.
- Support and oversee our "The Spirit Empowered Leader" podcast production.
- Contribute innovative ideas and collaborate to grow Resurgence's vision for the future.
- Capture photo and video content from Resurgence events using our camera or yours.
- Create graphics and promotional videos for social media, events, and other marketing materials.
- Create reels, carousels, and social media posts from event footage, future event promos, teaching notes, sermons, our podcasts... etc.
- Develop and execute social media marketing plans.
- Schedule and post content on social media platforms at least 3 times a week.
- Opportunity to develop and lead a media volunteer team.

### **Requirements:**

- Onsite presence at gatherings, events, retreats, and conferences (some travel may be required in Canada and possibly internationally).
- Ability to think creatively and develop innovative content creation and social media engagement ideas.
- Strong skills in filming and editing video content for reels, podcast recordings, promo videos, and additional content to increase our ministry impact and resource leaders.
- Proficient in Adobe Suite and FinalCut Pro would be an asset.
- Graphic design skills and proficiency in graphic design software to create visually appealing graphics for social media, event promotion, and other marketing materials.
- Experience developing and managing social media accounts.
- Ability to develop and execute social media marketing plans.
- Experience with social media analytics tools to track and analyze the performance of social media campaigns and content.

- Understanding of basic search engine optimization (SEO) principles to optimize social media content for better visibility and engagement.
- Willingness to adapt to changing trends and technologies in media and social media to ensure Resurgence remains relevant and engaging online.
- Understanding of and commitment to Resurgence's values and mission to accurately portray the ministry online.
- Give regular updates regarding projects and attend meetings as needed.

**Application Process:**

Interested applicants should submit a resume, portfolio (if applicable), and cover letter to [apply@liveresurgence.com](mailto:apply@liveresurgence.com).