



Position Title: Media Content Specialist (*Part-Time or Contractor*)

Location: Denver, CO – In office with some flexibility for remote

Hours: Approx. 20–24 hours/week

Salary: *Estimated based on a \$38,000*

Reports To: *Creative Director & Brand Strategist*

About Christ in the City

Christ in the City is a Catholic nonprofit dedicated to forming young adults, volunteers, and the greater community in their call to announce the unconditional love of Christ, especially in knowing, loving, and serving the poor while actively living out this mission. We exist to bring the light of Christ into relationships with those experiencing the poverty of loneliness—restoring their sense of dignity and reminding the world that every person deserves to be seen, known, and loved.

Position Overview

We are seeking a highly creative and self-driven **Media Content Specialist** to take our digital presence to the next level. Collaborating with the Creative Director, this role will lead the charge in growing our social media and email audiences through strategic, mission-aligned content.

The ideal candidate has a warm, approachable personality and a gift for connecting with people to uncover the real, human moments that define our mission. This person will gather content from across our ministry—our missionaries, friends experiencing homelessness, volunteers, donors, and staff—and turn those stories into engaging digital content that moves hearts, builds community, and furthers our mission of encounter.

The ideal candidate has an established ability in content creation, social media management, and brand storytelling—and thrives in a fast-paced, collaborative, and highly missional environment. This role will collaborate closely with our communications interns and missionaries to translate real-life encounters on the street into effective, inspiring content.



Responsibilities

Content Creation & Strategy

- Build relationships across the ministry (missionaries, staff, volunteers, friends in poverty) to uncover meaningful stories, quotes, and visuals.
- Gather stories, photos, and videos from CITC's activities, missionaries, volunteers, and events.
- Consistently attend CITC events, Lunch in the Park, and occasionally join street walks to gather first-hand content.
- Create and manage a steady flow of digital content (stories, videos, photos, testimonials) for social media, email, and web platforms.
- Capture and edit visual / written content (e.g. photography, short-form video, or graphics) based on areas of proficiency.
- Develop and maintain a strategic content calendar aligned with organizational goals.
- Leverage networking skills to initiate and maintain content collaborations with other Catholic and nonprofit influencers, creators, or mission-aligned organizations to expand reach.
- Maintain brand consistency while adapting content style to fit each platform and medium.
- Assist with podcast recording and editing when applicable.

Audience Growth & Platform Performance

- Drive the growth of social media followers and email subscribers.
- Monitor analytics and adapt content strategy based on performance.
- Research and report on trends in nonprofit digital storytelling and faith-based media.
- Share insights and inspiration from peer organizations and sector leaders.

Collaboration & Team Integration

- Work closely with the Creative Director to ensure brand consistency across platforms.
- Collaborate with and delegate tasks to communications interns to streamline production.
- Help implement internal systems for effective content workflows.

Brand Stewardship

- Uphold and evolve our visual and narrative brand identity across channels.
- Ensure all content is on-brand, audience-appropriate, and missional in tone.

Qualifications

- Professional experience in digital content creation or social media strategy. (~2–4 years)



- Demonstrated mixed media proficiency in multiple of the following: photography/editing, videography/editing, graphic design, or illustration for digital platforms.
- Strong copywriting and storytelling skills; comfortable editing and proofreading.
- Support initiating and managing content collaborations or partnerships to grow audience reach.
- Highly organized and self-directed, able to manage multiple content streams and deadlines with minimal oversight.
- Warm, engaging personality capable of building trust and gathering stories from diverse audiences.
- Familiarity with nonprofit or mission-driven marketing is strongly preferred.

Christ in the City seeks applicants who demonstrate a deep knowledge and love for the social and the moral teachings of the Catholic Church, and manifest those qualities by both their ability to articulate those teachings clearly, and by living their lives faithfully and fully in line with the Magisterium of the Catholic Church and its doctrines, morals, and official teachings.

Compensation & Perks

- **\$38,000 annually**
- **Part Time Hours:** Approx. 20–24 hrs/week.
- **Remote Flexibility:** In-person work is required due to the way content is gathered; however, some flexibility for remote work is possible.
- **Occasional paid travel** to Philadelphia and conferences like SEEK is possible for content collection.
- **Opportunity to make a meaningful, creative impact in a growing nonprofit.**

Tools We Use (Covered by Christ in the City)

- Adobe Creative Cloud
 - Canva Pro
 - Constant Contact
 - Google Workspace
 - Podcast editing tools (Descript)
 - Possibility of other tools to be added as needed
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To Apply:

Please submit your resume, a short cover letter, and samples of relevant content work (Instagram reels, email campaigns, short-form videos, photography or graphic posts etc) to jobs@christinthecity.org.