



**Position Title:** Digital Media Creative (*Full-Time*)

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

**Salary:** \$50,000

**Reports To:** *Creative Director & Brand Strategist*

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## **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.

## **Work Environment**

Christ in the City is a highly relational and collaborative environment. Missionaries and staff frequently move in and out of the office throughout the day, and informal conversations are common as part of our team culture. Because of this, the Digital Media Creative must be comfortable working in a dynamic and social environment while also proactively managing their own focus time for editing, writing, and creative production.

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## **Position Overview**

This position plays a key role in helping Christ in the City tell its story to the wider Church and invite more people into the mission.

We are seeking a highly creative and self-driven **Digital Media Creative** to take our digital presence to the next level by driving measurable growth in our digital presence through disciplined execution and strategy. 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.

### ***Creative Style Alignment***

The ideal candidate has a creative instinct that aligns with Christ in the City's visual and storytelling style. Our brand tends toward a raw, human, documentary aesthetic that reflects life on the streets and the authenticity of missionary encounters.

Experience working with visual styles such as the following is highly beneficial:

- Mixed media design
- Neutral or muted color palettes
- Scrapbook or collage-inspired layouts
- Textured or grunge-inspired design elements
- Documentary-style photography and video

Candidates should also be comfortable building visual stories from the ground up using photography, video, graphics, and written storytelling.

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## **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 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 and written content (e.g. photography, short-form video, or graphics) based on areas of proficiency.
- Own and execute the full lifecycle of the content calendar, ensuring a **consistent posting cadence** and fully on-time delivery of scheduled campaigns.
- 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.

### **What Success Looks Like in This Role**

Christ in the City's social media presence grows in both reach and engagement.

- Consistent storytelling highlights the dignity and humanity of those encountered on the streets.
- Content is produced consistently without constant oversight.
- Missionaries, volunteers, and staff feel comfortable sharing stories and content ideas with the Digital Media Creative.
- Digital content helps invite more supporters, volunteers, and donors into the mission.

### **Audience Growth & Platform Performance**

- Drive the growth of social media followers and email subscribers.
- Produce **monthly performance reports** that translate data into actionable insights, adjusting strategy to meet specific growth targets for reach and engagement
- Research and report on trends in ministry digital storytelling and faith-based media.
- Share insights, trends, and inspiration from peer organizations and leaders in ministry, Catholic, and faith-based media.

### **Collaboration & Team Integration**

- Work closely with the Creative Director to ensure brand consistency across platforms.
- Collaborate with and assist in delegating tasks to communications interns to streamline production.
- Implement internal systems for effective content workflows with the missionaries and staff..

### **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.

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### **Qualifications**

- Professional experience in digital content creation or social media strategy. (~2–4 years)
- Demonstrated mixed media proficiency in multiple of the following creative disciplines: photography/editing, videography/editing, graphic design, or illustration for digital platforms.
- Strong copywriting and storytelling skills; comfortable editing and proofreading.



- Ability to initiate and manage content collaborations or partnerships to grow audience reach.
- Organisational Skills:
  - Highly organized and self-directed.
  - Project Management: Proven ability to manage high-volume production schedules, deadlines, and multiple projects simultaneously using tools like Asana with minimal oversight.
  - Outcome Focus: a track record of not just creating content, but growing an audience or meeting specific engagement KPIs in a professional setting.
- 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.

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## Compensation & Perks

- **\$50,000 annually**
- **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 national movement sharing powerful stories of encounter with the poor.**

## Tools We Use (Covered by Christ in the City)

- Adobe Creative Cloud
- Canva Pro
- Constant Contact
- Google Workspace
- Asana
- Podcast editing tools (Descript)
- Additional creative and marketing tools may be added as needed.



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**To Apply:**

Please submit your resume, a short cover letter, and 3–6 samples of digital content you have created (Posts, reels, short-form video, photography, or email campaigns) to [jobs@christinthecity.org](mailto:jobs@christinthecity.org).