

DIGITAL ENGAGEMENT COORDINATOR

Department: MarCom

Reports To: Marketing Manager

Status: Part-Time, 29 hours/week

Compensation: \$25.00 per hour

Location: Hybrid Role (Farmington Hills Office and remote); Two office days per week. Occasional attendance at special events and training for storytelling and content collection.

JOB SUMMARY:

SEND International is a Christian missions organization focused on sending missionaries well to plant reproducing churches among unreached people groups around the world.

In this role, you'll manage SEND's digital channels—mainly social media, email newsletters, and our blog—to help grow an online community that cares about reaching the Unreached and is engaged in SEND's mission. You'll create content, interact with followers, create video and basic design projects, and help optimize our integrated, multi-channel content strategy as part of our Marketing Communications team.

We're looking for someone who is creative, resourceful, organized, and a strong communicator. You should be comfortable working independently and collaboratively, attentive to detail, and familiar with navigating digital platforms. If you enjoy writing, digital engagement, and helping others connect with God's mission around the world, this role could be a good fit for you!

POSITION DETAILS:

- This is a part-time, in-house role (29 hours/week) on the Marketing Communications (MarCom) team.
- The role will begin with a 90-day probationary period to evaluate alignment with SEND's online culture and employee performance.
- Continued employment after that period will be based on performance.

KEY RESPONSIBILITIES:

- **Digital Channel Management:** Oversee SEND's digital platforms—including social media, email newsletters, and blog—by scheduling, posting, and maintaining a consistent and engaging presence across channels.
- **Community Interaction:** Actively engage with SEND's online audience to foster a welcoming, relational, and mission-minded digital space.
- **Collaborative Content Planning:** Work closely with the Marketing Communications team and other departments to develop and execute a unified digital content strategy.
- **Blog Content Development:** Write, edit, and repurpose blog content to align with SEND's overall messaging. Posts may expand on themes from social media, email, or video to ensure consistency across platforms.
- **Newsletter Creation and Management:** Create monthly newsletters that focus on the "explorers" audience (prospective missionaries). Conduct interviews with current missionaries to show an engaging behind-the-scenes view. Promote current initiatives that are relevant to explorers.

- **Content Creation & Repurposing:** Create and adapt multimedia content—including video, written stories, and visual assets—for use across SEND's digital channels. This includes basic video filming/editing and working with the Creative Marketing Strategist to develop eye-catching social media graphics and initiative promotions.
- **Website Improvements:** Support ongoing website updates by assisting with content reviews, audits, and improvements to user experience.
- **Community Growth Initiatives:** Contribute to strategies that grow digital engagement and broaden awareness of SEND's mission. Use a test-and-refine approach to evaluate impact and reach.

ATTRIBUTES:

- **Digital Storyteller:** Creative and passionate about using digital channels to tell compelling stories that inspire engagement and connect people to SEND and missions.
- **Team Player:** To work across departments to deliver cohesive and effective digital communications.
- **Self-Starter:** Proactive and motivated, with the ability to independently move projects from concept to completion.
- **Global Perspective:** Able to work effectively within an international, multicultural organization.
- **Mission Alignment:** Committed to SEND's mission, vision, and values, with agreement to [SEND's Doctrinal Statement](#).
- **Spiritually Grounded:** Mature Christ-follower evidencing a vital walk with God and committed to lifelong growth.
- **Active in Church Community:** Pursuing regular fellowship with a Bible-believing church.

QUALIFICATIONS:

- 1-3 years of experience in digital marketing, social media management, or a related field.
- Proficiency in social media platforms, email marketing tools, and other content management systems (e.g. Meta Business Suite, Mailchimp, YouTube, etc.)
- Strong communication skills with a knack for building community interactions
- Basic video editing skills (e.g., iMovie, Adobe Premiere, Final Cut Pro, Instagram reels)
- Ability to work collaboratively within a team and across departments
- Strong understanding of Christian theology and missions

BONUS QUALIFICATIONS:

- Experience with non-profit organizations, especially in the context of international missions
- Education or training in Bible and/or theology
- Basic knowledge of HTML/CSS for minor website updates
- Graphic design skills (e.g., Canva, Adobe Creative Suite) for creating digital content

All interested candidates send a cover letter and resume to Kim Avis, HR Coordinator:
Kavis@send.org

SEND is an interdenominational, multinational Christian mission organization with over 400+ missionaries in more than 31 areas of Asia, Europe, Eurasia and North America. Our mission is to mobilize God's people and engage the unreached in order to establish reproducing churches.