RENNER | *Teaching You Can Trust*

Content and Campaign Specialist

Renner Ministries | Full-time

Renner Ministries is seeking a strong writer and organized content professional to help create ministry content, coordinate campaigns, and understand how audiences respond to our teachings across digital channels.

This is a hands-on, collaborative role. You will write and prepare content, keep campaign deliverables moving, and review results to help the team make better content decisions. You will report to the Social Media and Marketing Coordinator and work closely with the Social Media Manager and the TV, Email, Video, Web, and Store teams.

Content writing and production

- Write and adapt social captions, reel posts, email copy, YouTube descriptions, campaign messages, and resource promotions.
- Turn TV teachings, transcripts, book excerpts, and ministry updates into clear content for different platforms.
- Preserve the speaker's voice and the meaning of the teaching.
- Proofread copy, check details, and incorporate feedback from reviewers.
- Prepare approved copy, assets, and links for the team members responsible for publishing.

Campaign coordination

- Maintain a shared task list showing each campaign deliverable's owner, deadline, status, and next step.
- Help coordinate book launches, TV series promotions, free resources, seasonal campaigns, and sales.
- Gather approved episode information, graphics, clips, product details, offers, and links.
- Follow up on missing materials and raise deadline risks early.
- Check campaign materials for consistent dates, titles, links, and calls to action.
- Prepare a short weekly update on upcoming launches, completed work, and decisions needed.

Content analytics and reporting

- Review results across social media, YouTube, email, and the website to understand how people find and engage with ministry content.
- Track how posts, clips, emails, and campaigns lead people to full teachings, playlists, resources, and other next steps.
- Prepare a concise monthly report showing useful trends, successful topics and formats, and areas that need attention.
- Work with channel owners to understand the context behind the numbers and recommend practical content improvements.
- Help track the results of Google Grant campaigns as part of the broader content report, coordinating with whoever manages the ads.

Qualifications

- Excellent writing, editing, grammar, and proofreading skills.
- Experience creating digital content and coordinating work with multiple contributors.
- Ability to interpret basic digital analytics and explain findings clearly.
- Curiosity about why content performs well and how to help audiences continue engaging with a teaching.
- Strong organization, follow-through, and attention to detail.
- A collaborative approach and respect for channel owners and approval processes.
- Experience with Christian ministry content is helpful.

What success looks like

Content and campaign materials are ready in time for review. Deliverables have clear owners and deadlines. The team has a useful view of what audiences are watching, clicking, and continuing to engage with. Those findings help shape future content while the Social Media Manager, TV team, and Email team retain ownership of their channels.