

# Marketing & Communications Manager

Becky Eldredge | Ignatian Ministries



Becky Eldredge | Ignatian Ministries, LLC, a Baton Rouge-based Catholic ministry is seeking a part-time Marketing & Communications Manager (20 hours a week). **This position is fully remote and reports to the Creative Director.**

Becky is an Ignatian-trained spiritual director, retreat facilitator, and author passionate about inviting people deeper in their walk with Christ. She and her team accompany people as they navigate deep waters of their faith lives by offering spiritual direction, retreats, prayer resources, and guided audio prayer for a growing international community.

Sensing an invitation to respond to the longings of people's hearts, Becky and her team discerned the call to birth Ignatian Ministries, a home of deeper water accompaniment. Rooted in Ignatian spirituality, this growing ministry is a spiritual gathering place for people longing for more, for those thrust into the deep end by life, and for those looking for a community to continue supporting their intimacy with Christ.

To continue serving the mission of inviting people deeper in their walk with Christ, they are hiring a communications professional to manage marketing and communication tasks, including social media, marketing retreats and other products, and email marketing. Reporting to the Creative Director, this new role will shape and guide the messaging and brand expansion for Becky's personal platform and the larger ministry, Ignatian Ministries.

## Duties & Responsibilities:

- Shape the expanding brand through managing consistency in brand tone, look, and feel
- Work with a contracted marketing consultant to guide the ministry's outreach and expansion to new audiences
- Grow brand awareness and participation through pro-active marketing, advertising, and communication efforts
- Marketing planning and execution for retreats, prayer resources, and other products
- Oversee marketing communications, including managing the email lists and content calendar
- Develop marketing materials including copywriting, presentations, emails, and product descriptions
- Manage social media, including content planning, graphic & content creation, and scheduling
- Assist with monitoring the success of social media and marketing posts, ads and campaigns to determine effectiveness
- Video and audio editing for projects
- Assist Becky and team with miscellaneous projects as requested

## Qualities Desired:

We are looking for a person who is:

- A person of prayer and engaged in an active and growing relationship with Christ
- An active Catholic who possesses a love for and knowledge of the Catholic faith, including the Catholic social teachings
- Personal experience and understanding with Ignatian Spirituality
- A servant leader
- Collaborative by nature and enjoys working as part of a team
- Committed to both individual and communal discernment
- Creative and innovative

- In agreement with, and has a firm understanding of, the mission and vision statements, core values, and strategic objectives of the ministry
- Available during office hours (8am-3pm CST)

#### Skills:

- Superior written and verbal communication skills, including the ability to craft marketing messages and follow branding guidelines
- Ability to work well with a variety of people and to foster inclusiveness
- Advanced computer skills including Microsoft 365 (Word, Excel, PowerPoint, Teams)
- Ability to create graphics and presentations with Canva
- Expertise with email marketing platforms, especially MailChimp
- Familiarity with online course marketing and platforms, especially Teachable (preferred)
- Ability to do simple video & audio editing, preferably using Adobe products
- Knowledge of project management software, especially Asana
- Experience managing social media accounts, scheduling posts, and responding to comments
- Knowledge of social media scheduling platforms, especially Later
- Familiarity with website design and administration, especially WordPress
- Strong attention to detail
- Ability to work independently as well as collaboratively in a positive team environment

#### Background & Experience:

- 3+ years' experience in marketing and communications, preferably within a nonprofit or ministry
- 2+ years' experience within a ministry context
- 2+ years' experience in social media content & management
- Bachelor's Degree or equivalent experience

#### Details for Your Discernment:

- This is a remote position. Applicants should have a computer they can use for work and internet access.
- This is a part-time role (20 hours a week), but has the possibility for growth.

#### To Apply:

Please send cover letter and resume to [kpowell@beckyeldredge.com](mailto:kpowell@beckyeldredge.com).