

Full Job Description

Title: Marketing Specialist

About Us: Freedom Session International Ministries is an expanding healing-discipleship movement in Canada, USA and now Central America that requires a qualified marketing specialist to communicate our message / resources through digital, video and social media platforms. The successful applicant will share our spiritual beliefs, ethical values and vision for Freedom Session.

Freedom Session International Ministries is a registered charity (in Canada & USA) that exists to:

- *Provide a quality and easily accessible Healing-Discipleship experience for any interested individual or group in North (and Central) America.*
- *Empower and celebrate those who are called to serve this mission*
- *Provide a tangible, spiritual return on partners' investments of prayer, time & money.*

Our strategy is two-fold: equip the local church to offer a quality Freedom Session ministry and provide the resources / support for individuals to host their own Freedom Session small group in locations where an established FS ministry is not available. In January 2023 we are releasing our Spanish version – Conociendo Libertad.

Position Description: Our Freedom Session Marketing specialist will help create a robust social media presence and direct marketing strategy that promotes brand awareness, celebrates success and inspires churches/individuals to offer Freedom Session in their location. This is a contract position, initially ranging from ¼ to ½ time, depending on experience and acquired skills.

Personal Qualifications:

- Spirit-filled follower of Jesus
- Personal and public integrity, character and reputation
- Graduate of Freedom Session (or soon to graduate)
- Proven team player (with references to confirm)
- Able to work under supervision and independently
- Flexible work schedule
- Punctual and consistency in fulfilling requests and meeting deadlines

Technical Skills:

- Expertise and experience with major social media platforms, CRM tools (i.e. Salesforce) and graphic design (Canva, InDesign, etc.)
- Appropriate and basic IT skills / trouble shooting
- Web design and management
- Preference may be given to applicants with experience in publishing, Printing On Demand, video capture/editing.

Ministry / Work & Life Experience

- Vibrant Christian testimony and experience
- Marketplace and/or not-for-profit (church/parachurch) work experience
- Event planning an asset

Specific Duties to include:

- Manage Freedom Session's primary social media channels, including Twitter, Facebook (meta), Instagram, and LinkedIn and YouTube
- Coordinate social media (and/or direct) campaigns through our CRM
- Develop strategies to increase our social media reach that aligns with our organizational expansion goals
- Collaborate with Executive Director and Communications Director to ensure consistent messaging and strategic focus
- Identify and report on top-performing content and overall performance, including email acquisition and fundraising, integrating this tracking with our existing systems to provide data-driven insights and reports
- Plan, schedule and post strategic social media campaigns featuring new courses, webinars, conferences, speaking engagements and events as requested or assigned
- Coordinate with FS Spanish team (Conociendo Libertad) as requested and/or beneficial
- May include some travel surrounding major events

Time Commitment: Flexible – 10 - 20 hours/week

Compensation: This is a contractual position from \$1000 - \$2500 / month, depending on experience, expertise, performance and working hours.

- This position has the potential to expand towards ½, ¾ or full time, depending on ministry demands, applicant performance, personality and additional giftedness/abilities.

Work Schedule: Flexible, self-determined but sensitive to assigned deadlines

Work Location: Initially remote (i.e. work from home). However, if central offices are established in the future, position may require on site participation.

How to Apply: send resume, sample of work and references to fsim@freedomsession.com.