



# TREEHOUSE

ENDING HOPELESSNESS AMONG TEENS

## Content Manager

JOB TITLE: Content Manager

DEPARTMENT: Outreach

REPORTS TO: VP of Outreach

STATUS: Full-time or contract

CLASSIFICATION: Exempt

WORK HOURS: Monday-Friday regular business hours with flexibility for events or projects

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## ABOUT TREEHOUSE

TreeHouse is on a mission to end hopelessness among teens. Through safe, grace-based environments and one-to-one mentoring, teens build healthy relationships, better coping skills and a sense of purpose rooted in the living hope of Jesus, unleashing untold potential in themselves and their communities. TreeHouse staff are grounded in the core values of GRACE (Growth, Relationships, Authenticity, Community, Empowerment) that determine how we build relationships with donors, partners, volunteers, fellow staff, and teens. TreeHouse serves over 3,000 teens annually across 7 states and is growing to lead the nation in ending hopelessness among teens.

## GENERAL TREEHOUSE STAFF REQUIREMENT

By God's grace, TreeHouse staff live out Christian faith and values in ways that are consistent with the teachings of Scripture and by participating in a fellowship of believers for spiritual enrichment, encouragement, support, and accountability.

## JOB SUMMARY

The Content Manager will own the development of content, such as training, curriculum, videos, etc. This content should be relevant to teens, outreach staff and/or those outside the organization who are looking for ministry-related content. They will effectively distribute the content through various platforms, focusing on content engagement and platform adoption.

## ESSENTIAL JOB FUNCTIONS

- Partner across departments to create and market high quality content
  - Create avenues for staff, volunteers and partners to contribute content
  - Strategize and implement content delivery and promotion via TreeSources (online training center), Fresh Insights (online blog) and other avenues
  - Identify and execute additional avenues of content distribution
  - Drive content engagement across various platforms
  - Partner with the marketing team to align goals and share content
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- Interface with contractors and consultants for video and marketing production

## QUALIFICATIONS

- Self-motivated with ability to meet deadlines independently and as part of a team
- Ability to lead staff across multiple departments
- Strategic thinker
- Strong interpersonal skills; ability to forge positive working relationships with a wide variety of people
- 1-3 years experience in content development and/or distribution
- Familiar with the needs of teens and youth workers
- Ability to manage multiple projects and priorities
- Creative skills to explore new ideas and discern which to execute on
- Proven skills with video production preferred
- Excellent written and verbal communication skills
- Mature faith in Jesus Christ which is compatible with the TreeHouse statement of faith and philosophy of ministry
- Commitment to the Vision, Mission, and Core Values of TreeHouse