



Content Creator

Position Type: Part-Time

Location: Nashville, TN

Job Description

A successful Content Creator at Exile International will bring passion, creativity, and skill to the team. They utilize Exile's distinct voice, design, and language through a design-communication lens to inform, engage, and activate current and future stakeholders.

This part-time, Nashville-based position works closely with the Creative Team to facilitate external communications – including but not limited to social media, content design and creation, and audience engagement. This position works collaboratively with the Marketing Coordinator to facilitate monthly blogs, e-blasts, and (minimal) website maintenance.

This position works alongside the Marketing Coordinator and is supervised by the Sr. Director of Advancement.

Content Creation & Social Media

The role of the Content Creator is to ensure/oversee the completion and timely sharing of all social media content. EI interns will assist with non-campaign-related posts, while the Content Creator will take charge of all campaign-related posts. The Senior Director of Advancement (and/or Founder/Senior Advisor) will review and approve all media content before publishing.

- Weekly Social Media Content Creation
 - 6-8 weekly posts and stories – edited and formatted for multiple platforms.
 - Actively engage in the Stories feature of Instagram and Facebook
 - Create at least one unique short video (15-45 seconds) monthly.
 - Advise and edit the Creative Interns' weekly social media posts.
 - Oversee social media scheduling by the Creative Intern.
- Engage with and respond to comments.
- Research and stay up-to-date on all social media trends and best practices
- Learn from analytics (engagement, open rates, views, etc.) and perform quarterly engagement audits to find improvement and growth areas.

Eblasts



The Content Creator will create monthly blog posts alongside the

Email Marketing (E-Blasts)

The Content Creator must be a successful writer — working with the Marketing Coordinator to facilitate monthly e-blasts. 2-4 non-campaign e-blasts per month should be expected. During campaigns, an additional 2-5 e-blasts may be expected.

Blog Posts

The Content Creator will create monthly blog posts alongside the Marketing Coordinator – including any graphs, photos, or videos associated with the monthly blogs. Including but not limited to:

- A monthly blog highlighting impacts and stories relevant to Exile programs. *This blog is also shared via a corresponding e-blast.
- Additional blog posts, such as posts to correspond to Exile e-blasts.

Design & Marketing Responsibilities

- Website Design & Updates (coding experience not needed)
 - Create and design all new web pages.
 - Continually update and refresh pages as needed and as changes arise.
 - Coordinate with 5by5 Agency for problem-solving as needed.
- Print deliverables for semi-annual mailings, end-of-year gifts, end-of-year campaign mailings, etc.
- Identify opportunities (locally and nationally) to share Exile's mission
 - Previous examples include radio spots, billboards, mural grants, magazine publications, etc.)
- Annual Impact Report – completed March/April
 - All copywriting and design elements created by the Marketing Coordinator
 - Work with the Exile Team to gather stories, current statistics, etc. for inclusion
 - **If needed, Jordan Short, an independent contractor, may be hired to help with this project. Exile has an IC who has assisted with our impact report for the last several years.*
- Create ads/ swag for distribution at conferences (CAFO, Women of Hope, etc.)



- Assist with event planning and preparation (including, but not limited to, Hope Wins, donor appreciation events, speaking engagements, sponsorship Sundays, etc.)
 - Design and order brochures, programs, invitations, etc.
 - Create all slides and digital media elements for events (QR codes, videos, etc.)
 - Create and set up RSVP platforms (ex: Eventbrite) and landing pages when necessary.
 - Create and set up any associated fundraising links (Virtuous, GiveLively, etc.)

Additional Responsibilities

The role of the Content Creator is to aid the Marketing Coordinator during all major fundraising campaigns.

- Aide the Marketing Coordinator in Content Creation (videos/graphics) during campaigns
- Partner with the Marketing Coordinator to keep social media up-to-date during campaigns

Expectations & Responsibilities

- Communicate with the Senior Director of Engagement at the beginning of each month with updates on significant campaigns, events, or programs.
- Partner and communicate with the Marketing Coordinator daily.
- Be available to communicate during regular working hours.
- Respond to all emails within 48 hours. When possible, respond to Exile Team emails within 24 hours.
- Participate in weekly creative meetings and team meetings.

The Organization Asks that You:

- Maintain professional and communicative relationships with vendors, volunteers, donors, and organization stakeholders.
- Participate in scheduled meetings with team members as necessary for your role.
- Always conduct yourself appropriately and ethically when dealing with visitors, donors, board members, and team members.
- Adhere to the supervision of Exile's Leadership Team.



- Abide by the organization's policies, procedures, employee handbook, Work-Life Codes, and Core Values.
- Because Exile International works with sensitive mental health information of children, we ask that only stories with expressed permission be shared with others.
- We also ask that all team members' personal and sensitive professional information be kept confidential.

Qualifications

- Personal confession of faith in Jesus Christ, as indicated by an agreement with Exile's Statement of Faith and commitment to the mission and vision of Exile International;
- Passionate about the work of Exile International;
- Relevant job experience is required.
- Creative thinking skills with a strategic mindset and a passion for innovation.
- Proven track record of driving results and achieving targets in previous marketing/communications roles.
- Proven experience (3 years) in marketing, communication, or another related role, preferably in the Nonprofit sector
- Strong understanding of marketing principles and practices, including digital marketing, content marketing, and branding.
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- Proficiency in marketing tools and software, such as Google Analytics, Canva, and social media management platforms.
- Strong analytical skills with the ability to interpret data and insights to drive decision-making.
- Ability to work effectively in a fast-paced environment and manage multiple projects simultaneously.
- Strong teamwork skills, with the ability to collaborate with diverse teams and stakeholders.
- Experience in the nonprofit sector is preferred but not required.

Additional Information

Benefits

This is a part-time position, working Monday through Friday alongside the Exile team out of a Nashville-based office, along with some evenings and weekends (as needed).



Exile International provides full-time and part-time employees with paid time off (PTO) from work for any purpose, including but not limited to rest, relaxation, brief personal illness or illness of a relative, personal errands or events, etc.

About Us

Launched in response to devastating wars in D.R. Congo & Uganda – where over 100,000 children have been abducted & 6 million orphaned – Exile Int'l has provided life-changing, Christ-centered care to over 8,100 war-affected children. Through rehabilitative care programs addressing spirit, mind & body – rescued child soldiers & orphaned children are being restored.

Empowered by Exile care programs, discipleship, education, and leadership development, program graduates are now thriving and leading. 41 of 49 Exile care programs are led by program graduates, replicating the care that transformed their lives and serving over 4,000 children and their communities!

Following this replication model, Exile's team and board are prayerfully pursuing a 20-year vision to bring healing and hope to 100,000 child survivors of war — **empowering each to become leaders for peace, transform communities for Christ & end cycles of poverty & violence.**

Application Information

Applications should be sent to taylor@exileinternational.org with "Content Creator Application" as the subject line.

Please provide your résumé, cover letter, updated portfolio, and three professional references.