



The Veritas Forum seeks Director of Online and Media Engagement

About The Veritas Forum: The Veritas Forum creates conversations that connect the historic Christian faith with contemporary questions. We partner with Christian communities on university campuses and in other key institutions to create high-profile events that engage participants in discussions about life's hardest questions and the relevance of Jesus Christ to all of life. Since the first event at Harvard in 1992, Veritas Forums have emerged in more than 200 universities across the United States, Canada, and Europe, engaging more than 500,000 students and faculty as well as university and community members.

We currently extend our impact through online resources and publishing, hosting and curating video content from Forums and generating other short and long-form content. Our YouTube channel has 26 thousand subscribers and over 4 million views and our website (www.veritas.org) attracts over 750,000 views annually. We believe this represents a small fraction of the online engagement that is possible.

Description: As Director of Online and Media Engagement, the successful candidate will:

- Develop Veritas' strategy for online engagement, designed to significantly increase user acquisition and engagement with Veritas content and veritas.org
- Identify and build a lean team of service providers and contractors to build out the needed technology and media components to execute the strategy
- Develop and deploy online content (video and written) targeted to a broad audience, and with the goal of quadrupling Veritas' current online engagement
- Work with journalists, editors and major publications to place Veritas OpEd, video and other content in outlets like Medium, Quartz, BuzzFeed, TechCrunch, Thought Catalogue etc.
- Significantly expand Veritas' social media engagement via Twitter, Facebook and other social media platforms
- Build out a monthly donor and partner email pipeline, from 1k readers today to over 5k, with the aim to have this be a source of engaging and building monthly investors for Veritas
- Lead the technical writing for a few select grants and other key proposals related to this effort

Qualifications

Qualified applicants should:

- Be a mature and growing Christian, with a passion for connecting the big questions of life with the person and story of Christ
- Have a bachelor's degree at a minimum, with at least 3+ years of relevant work experience, ideally within online publishing or a related context
- Proven expertise in online user acquisition and engagement, leveraging search engine optimization and other marketing practices
- A track-record of shaping online editorial and video content for an ideas-driven media outlet
- Experience building sustained social media engagements at scale
- Be energized by working within a fast-paced, mission-driven, and performance-oriented organization

- Be highly entrepreneurial and self-directed, with the potential to experiment, pilot and scale significant new areas of online engagement for Veritas, including building out a team of service providers and contractors etc.
- A demonstrated track record of cultivating trust-based relationships that allows them to influence and mobilize colleagues and partners
- Excellent written and verbal communication skills, along with strong analytical thinking and problem solving abilities
- Possess a passion for ideas-driven cultural engagement and grasp the needs and opportunities for the gospel to relate to and shape culture
- Ability to travel -5-10% of the year on average; work closely with Veritas partners and staff in other locations etc.

This role will have a dual direct reporting relationship to the Executive Director in Veritas' Seattle office and Veritas' VP for Content and Speaker Development who is based in Cambridge, MA. The role will also need to work closely with Veritas' VP for Development and the rest of Veritas' global team.

Terms: This can be a full-time or part time paid position, based on the candidates preference. The role will be based in Seattle, WA. Compensation will be commensurate with experience.

Interested candidates should submit a resume and cover letter to jobs@veritas.org