

CONTENT STRATEGIST

Location: Nashville, TN or Remote

Terms: Permanent/Full-time

FLSA Status: Exempt

Benefits: Refer to Employee Handbook

Direct Report: Marketing Director

ABOUT US

Pure Desire Ministries International (PDMI) is a biblically-based and clinically-informed ministry committed to true revival in the church through the healing of the present day epidemic of sexual brokenness.

JOB DESCRIPTION

The Content Strategist is responsible for planning, organizing, and distributing content across all channels and audience segments to ensure PDMI's marketing efforts operate with clarity, consistency, and strategic purpose. This role serves as the operational backbone of the content and marketing engine, ensuring messaging is aligned, audience-focused, measurable, and sustainable. This position collaborates cross-functionally with the marketing, curriculum, and creative teams to develop systems, strategies, and workflows that support organizational growth, audience engagement, and ministry impact. This is a build role, not a maintain role, and the environment reflects that. The right candidate brings strategic and creative capability alongside the tenacity to build systems, solve problems, and move work forward with confidence in a structure that is still taking shape.

YEAR ONE PRIORITIES

This role has a wide scope, and that is intentional. But in the first year, success will be measured against three things above everything else. First, owning PDMI's YouTube strategy from the ground up, including content packaging, Shorts deployment, analytics review, and channel growth. Second, building and maintaining a master editorial calendar that brings clarity, consistency, and strategic rhythm to everything the marketing team produces. Third, partnering closely with the Marketing Director to restructure the email program around story and mission,

reducing volume and improving engagement. Everything else on this list supports and reinforces those three priorities.

DUTIES & RESPONSIBILITIES

Strategic

- ☐ Develop and manage a master content calendar aligned with campaign launches, product releases, conference seasons, and ministry priorities
- ☐ Own PDMI's YouTube channel strategy, including content planning, growth initiatives, analytics review, and platform-specific optimization
- ☐ Develop and execute email marketing strategies, including nurture sequences, drip campaigns, segmented broadcasts, and re-engagement workflows
- ☐ Oversee blog and SEO strategy to increase visibility, engagement, and discoverability for audiences actively searching for PDMI resources and solutions
- ☐ Map content across all audience segments, identifying messaging gaps and opportunities to better serve underserved groups
- ☐ Analyze performance metrics across email, website, social media, YouTube, and paid channels, translating data into actionable insights and strategic recommendations
- ☐ Build and maintain audience segmentation within the CRM to ensure communications are personalized, targeted, and strategically delivered

Creative

- ☐ Help oversee the YouTube content packaging from the ground up, including title strategy, thumbnail direction, and Shorts deployment built for click performance and audience growth
- ☐ Assist the strategy for long-form podcast and video content into short-form clips formatted natively for YouTube Shorts, Instagram Reels, and Facebook Reels
- ☐ Partner with the Marketing team to ensure content production schedules and distribution plans are realistic, sustainable, and aligned with organizational goals
- ☐ Collaborate with the Marketing team to ensure messaging accurately reflects program offerings and supports enrollment and engagement objectives

Administrative

- ☐ Create and maintain an internal idea capture system that allows staff across departments to submit, track, and evaluate content ideas
- ☐ Develop and maintain a centralized content library to organize, repurpose, and maximize the value of existing assets
- ☐ Ensure content workflows, systems, and communication processes reduce inefficiencies and prevent important initiatives from falling through the cracks
- ☐ Other duties as assigned

SKILLS & QUALIFICATIONS

- ☐ Strong understanding of content strategy, audience segmentation, and multi-channel marketing
- ☐ Demonstrated experience owning and growing a YouTube channel, including title and thumbnail strategy built for click performance, Shorts production, and SEO-driven metadata
- ☐ Ability to repurpose long-form podcast or video content into short-form clips formatted natively for YouTube Shorts, Instagram Reels, and Facebook Reels
- ☐ Comfort reading YouTube Analytics, specifically impression click-through rate, average view duration, and audience retention, and translating that data into editorial decisions
- ☐ Experience organizing a YouTube content library through playlist architecture, chapter timestamps, and search-optimized descriptions
- ☐ Experience managing editorial calendars and coordinating content across multiple campaigns and platforms
- ☐ Knowledge of CRM systems, email marketing platforms, and marketing automation workflows
- ☐ Familiarity with SEO best practices, blog strategy, and digital content optimization
- ☐ Ability to analyze marketing and campaign performance data and translate findings into strategic improvements
- ☐ Familiarity with the StoryBrand framework and audience-first messaging principles, with a willingness to apply them consistently across all content channels
- ☐ Excellent organizational and project management skills with strong attention to detail.
- ☐ Strong written and verbal communication skills with the ability to collaborate across departments and stakeholders
- ☐ Ability to manage multiple projects simultaneously while maintaining deadlines and strategic focus
- ☐ Strategic thinker who can balance long-term planning with day-to-day execution
- ☐ Passion for mission-driven work and alignment with the values and mission of PDMI

PREFERRED

- ☐ 3 to 5 years of experience in content strategy, digital marketing, or a related field with demonstrated ownership of a YouTube channel or video-first content program
- ☐ Bachelor's degree in Marketing, Communications, Journalism, or a related field, or equivalent professional experience
- ☐ Familiarity with the StoryBrand framework and audience-first messaging principles
- ☐ Working Genius assessment completed, or willingness to complete upon hire
- ☐ Portfolio required demonstrating editorial range, channel strategy, and measurable results

REQUIRED

- ☐ Upon hire, all PDMI employees will be required to read and sign a PDMI Faith and Lifestyle Expectations Agreement
- ☐ Upon hire, all PDMI employees will be required to use Accountable2You reporting accounts when using PDMI computers, networks, and applications (Digital Assets). PDMI will provide an Accountable2You account that will cover your office workstation and any machine that is used for conducting work for PDMI
- ☐ Upon hire, all PDMI employees agree to adhere to PDMI's vision, values, and best practices