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POSITION: FORMED Implementation Specialist  
COMPANY: Augustine Institute, Greenwood Village, CO  
SUPERVISOR: FORMED Implementation and Content Manager

## COMPANY INFORMATION

The Augustine Institute is a registered 501(c)(3) Not For Profit Corporation headquartered at Augustine Institute ~ 6160 S Syracuse Way ~ Greenwood Village, CO 80111 ~ 303-937-4420 voice

**Mission:** The mission of the Augustine Institute is to serve the formation of Catholics for the New Evangelization. Through our academic and parish programs, we equip Catholics intellectually, spiritually, and pastorally to renew the Church and transform the world for Christ.

## JOB DESCRIPTION

The FORMED Implementation Specialist is responsible for successful execution of user engagement initiatives for end users, both the individual user and the parish user. This includes, but is not limited to, creation of email and social media communications, execution of Advent and Lent cross-organization initiatives, and large-scale inter-team projects. The Implementation Specialist works with multiple teams to develop messaging around content promotion and create resources to support FORMED engagement in the parish setting.

An ideal candidate thrives in a fast-paced environment, works well as part of an interdisciplinary team, has the ability to multitask, works independently and conscientiously, and owns projects from the ideation phase through completion. Strong communication skills, both written and verbal, as well as meticulous attention to detail are essential for success in this role. Knowledge of the parish environment as well as a theological background that complements the mission of the Augustine Institute are also components of an ideal candidate.

**The position includes, but is not limited to, the following responsibilities:**

### **Ownership and Execution of User Engagement Initiatives**

- Coordinate with marketing, implementation, web development, sales, Studios, and Parish Care in development, planning, execution (example: Advent and Lent daily reflection emails)
- Develop a project plan to monitor and track progress and deadlines
- Create promotional resources with sales, marketing, design, and implementation teams that help parish leaders promote seasonal offerings
- Write compelling reflection copy to accompany videos that helps end user apply video content to their lives
- Craft daily eblasts that promote each day's video
- Work with implementation and marketing team to drive sign-ups through eblasts and social media, including paid advertising
- Coordinate with Hispanic Outreach team to develop copy, image assets, promotional materials, and eblasts for Spanish videos

### **Ownership of Leader Resource Site**

- Oversee an editorial calendar for regular additions to the Leader Resource site (thought-leadership articles, webinars, training sessions, tutorial videos, new pages, Pick of the Week, and other items as needed)
- Serve as the gatekeeper for all requests for additions or changes to the Leader Resource site
- Review and approve all additions to ensure that all content is high quality and free of error
- Make regular updates to the website using WordPress
- Work with the web development team to ensure that site is user friendly and visually appealing, update look and features as needed
- Oversee a schedule of webinar dates and topics to develop a compelling and useful library of webinars for parish leaders
- Develop additional resources (as part of a team), tools, and projects to assist parishes with implementation

### **Ownership of Facebook Leader Group**

- Plan, write, and schedule posts to keep leaders informed and assist their implementation efforts
- Monitor and reply to comments from parish leaders
- Brainstorm and execute ideas to increase number of leaders in the Facebook group

### **Promotional Resources**

- Develop promotional resources, along with sales, marketing, and implementation teams, that help parish leaders implement FORMED and increase parishioner engagement
- Work with graphic design/marketing team to prioritize and develop a schedule for promotional material creation/updates and ensure that they are completed in a timely manner
- Draft copy for parish-wide and individual study resources
- Add new promotional materials to Leader Resource site and ensure that they are displayed in a visually appealing way
- Update and maintain the library of promotional resources
- Work with Hispanic Outreach team to coordinate translation of promotional materials into Spanish

### **Leader Communications**

- Work with implementation and marketing teams to write, design, and send visually appealing and useful information to parish leaders at least once a month via email
- Work with implementation and marketing teams to develop a quarterly newsletter for pastors
- Respond to customer related email inquiries about implementation, in conjunction with our Director of Evangelization
- Collaborate with implementation and marketing teams in planning of weekly email blasts to end users

### **Coordination of Live Events**

- Work with implementation and marketing teams to schedule guests, locations, and hosts as well as all aspects of promotion/registration via email, apps, and social media
- Oversee the streaming of live events (setting up equipment and software interface)

### **Copy Editing and Proofreading**

- Work with implementation team to meticulously proofread weekly content eblasts, FORMED Daily emails, social media posts for FORMED users, and all FORMED collateral
- Work closely with marketing to review all copy and images for consistency with FORMED brand guidelines

## COMPENSATION & BENEFITS

**Compensation:** \$35,000 – \$45,000 annual salary. Dependent upon experience.

**Benefits:** Our exceptional benefits include medical and other insurances; paid time-off; retirement plan participation; the availability of daily Mass; and more.

## QUALIFICATIONS

### Qualifications:

- Education: 4- year college degree.
- Social Media: Deep understanding of and experience working with social platforms (Facebook/Twitter)
- Catholicism: A thorough understanding of the Catholic Faith is essential, and familiarity with parish and diocesan structures

### Skills:

- The ability to work in a fast-paced environment with an attention to detail and the ability to multi-task
- The capacity to learn Information Technology systems quickly
- Strong written and verbal communication skills, and the ability to thrive in a team environment

## COMPANY HISTORY

**History:** In 2005, as a response to the call of Pope St. John Paul II, Catholic scholars established in Denver a graduate school dedicated to transforming Catholic education for the New Evangelization. Since then, the Augustine Institute has become the fastest growing Catholic graduate school in the United States, training our students to proclaim the Gospel with new “ardor, methods, and expression,” as Pope St. John Paul II insisted. What began as a graduate school has quickly expanded into a multi-faceted institute providing strategic, disciple-based parish programming and leadership formation to dioceses and parishes across America.

In July 2015, the Augustine Institute and its partners launched FORMED.org, our digital, state-of-the-art, online platform (often referred to as a “Catholic Netflix”), which makes available the best Catholic content from a host of leading Catholic Apostolates.

In November 2015, the Augustine Institute entered into a merger with Lighthouse Catholic Media, which included its Parish Kiosk Program, other channels; its audio content (CDs and mp3s); and what is now the Ignatius Press-Augustine Institute Joint Publishing Venture.