



**PATHWAY  
OF PEACE**

# Editor & Marketing Manager

*Pathway of Peace • St. Catharines, ON*

Pathway of Peace is seeking someone with a heart for missions that is interested in sharing the gospel from a reformed perspective. If you have experience with video editing and digital marketing, then apply for this position today!

## **About Us**

Pathway of Peace is a ministry that seeks to bring the gospel to those in North America, the Middle East, and closed countries via our broadcast and TV programs. Our English and Arabic broadcasts are designed to engage and challenge Islamic thinkers, equip and strengthen Christian audiences, and to respond to questions from the hostile to the spiritually hungry.

## **What You Will Be Doing**

- Work with the ministry team to develop video assets and edit videos for TV broadcast and various social media platforms.
- Planning, development and execution of our communication strategy including online advertising, website strategy, social media, and deliverables.
- Interfacing with the ministry team to elevate and refine our marketing campaigns, events, and broadcasts.
- Leading ongoing internal “best practices” ad standardization of production for digital and social media creative assets
- Owning and maintaining site analytics, metrics, and campaign reporting.

## **What You Will Need**

- Relevant education in Marketing, New media, Visual Communications, Public Relations, or a similar field.

- Excellent verbal and written communication skills.
- Ability to deliver and adapt creative content.
- A background in video editing and/or graphic design.
- Experience with the Adobe Creative Suite is an asset.
- Knowledge of video creation and post-production using Adobe Premiere Pro and optimizing for different social channels such as YouTube, Facebook, and Instagram.
- Familiarity with online marketing strategies and marketing channels.

### **Preferred Competencies**

- Fluency in Arabic is not required but would be an asset.
- Hands-on, recent experience with video editing and social media management.
- SEO and digital marketing experience.

### **Job Type**

This is a part-time, flexible position (around 20 hours a week) that could grow to become a full-time position.

### **Location**

This position includes remote and in-person participation at our studio in St. Catharines.

### **To Apply**

If you are interested in joining our team, please email your cover letter and resume to [info@pathwayofpeace.ca](mailto:info@pathwayofpeace.ca) by October 22, 2022 11.59 PM EST.

We welcome and encourage applications from all qualified applicants. Only those candidates selected for interviews will be contacted.

For more information on Pathway of Peace, please visit [www.pathwayofpeace.ca](http://www.pathwayofpeace.ca).