



Content Passioneer

The **Content Passioneer** reports directly to the Content Engagement Director. This person is entrusted to: Curate, create, and acquire quality content (text, image, audio, video) and masterfully edit it for alignment with the style and voice of Saint Mary's Press; Interact and engage directly with customers and potential customers, and translate what is learned into products that surprise and delight the marketplace; Collaborate with product passioneers and project-team members in order to create products that invite, compel, challenge, and engage young people, setting their hearts on fire.

It is essential that the Content Passioneer be able to complete and support the following functions:

- Curate, create, and acquire quality content for a diverse line of products.
- Shape, edit, and mold (i.e., develop) the full spectrum of product content (for example, text, image, audio, video) for—or to ensure compatibility with—the standards and mission of Saint Mary's Press.
- When required, ensure all necessary content is developed and written in such a way as to procure the “declaration of conformity” while retaining the voice of SMP.
- Bring pastoral, pedagogical, and theological expertise to the creation and review of needed content.
- Work directly with potential content creators and/or editors to negotiate contracts, maintain deadlines, and communicate the Saint Mary's Press voice and vision for all products.
- Uphold the Saint Mary's Press standards and practices for securing content rights and permissions.
- Interact and engage directly with customers utilizing the best practices of user-centered design and integrate user experience learnings into all phases of product creation.
- Be present and actively engaged at conferences and customer site visits, and maintain customer connections through social media and an online presence. (*occasional travel required*)
- Participate as a collaborative project-team member, bringing energy, enthusiasm, and passion to the product development process.
- Learn and innovate new ways of approaching product creation in order to uphold the authentic, non-replicable Saint Mary's Press brand.
- Meet or exceed publishing plan goals for concepting and creating new products.
- Other duties as assigned.

To support the functions listed above, a person in this role should possess the following knowledge and skills:

- Passion for educating young people in creative and engaging ways, especially through digital and mobile devices
- Advanced degree in theology, pastoral ministry, or a related field
- 5+ years experience in Catholic ministry (parish, school, other)
- Knowledge of Catholic theology
- Experience in the Catholic school and parish marketplaces and understanding of Saint Mary's Press customers
- Demonstrated creative problem-solving skills
- Excellent interpersonal skills and ability to work with a wide variety of individuals with diverse expertise
- Excellent writing and communication skills
- Attention to detail and ability to handle multiple projects simultaneously
- Ability to think strategically and execute plans accordingly; along with critical-thinking and analysis skill
- Knowledge of or curiosity to learn about current and ever-changing technologies
- Desire to learn about and support the Lasallian mission

Please send resume with cover letter and/or COVER VIDEO to: humanresources@smp.org