



TIME OF GRACE

IT ALL STARTS NOW

Business Intelligence Manager

Organization

Time of Grace is an international outreach media ministry that was founded in 2001 in Milwaukee, WI. The mission of this nonprofit ministry organization is to connect people to God's grace through television, print, and digital media across the country and around the world. The half-hour television program, *Time of Grace*, is broadcast each week featuring Pastor Mark Jeske. He presents Bible studies in terms that people can relate to and apply to their lives. In January 2016, *Your Time of Grace* was launched. It features a three-minute video message every weekday from a variety of speakers delivered via Facebook and YouTube.

The television program first aired on a single broadcast channel in Milwaukee in November 2001. Today, *Time of Grace* is broadcast on 48 local broadcast channels, American Forces Network, and 3 satellite networks (including ABC Family/FreeForm). Weekly television viewership averages between 400,000 and 500,000 people. In addition, we reach people through the internet, social media, and printed materials. There have been over 1.5 million subscriptions to one or more of our devotional reading plans on the YouVersion Bible App™.

Time of Grace believes that social media offers an opportunity for its friends to keep in touch, make new friends, share information, and support each other as together we share the love of Jesus Christ with as many people as possible. All of the digital content outlets are designed to promote community and healthy discussion and participation. Since its introduction in January 2016, *Your Time of Grace* has had over 31 million video views and has nearly 270,000 followers (Facebook likes and/or YouTube subscribers).

STATEMENT OF FAITH

- We believe that God has acted purely out of grace to rescue sinful mankind by taking upon himself our humanity in the person of Jesus Christ.
- We confess that Jesus lived a perfect life, died an innocent death, and bodily rose to life again in order to atone for our sin and redeem us to again live with him in heaven fully restored as God originally intended at the time of creation.
- We believe in the triune God: Father, Son, and Holy Spirit being one holy, eternal, and indivisible Divinity yet consisting of three distinct persons in this one Godhead.
- We believe that God has revealed himself to us through his Word, the Holy Bible, and that the Bible is divinely inspired and without error.
- We believe that all human beings are terminally sinful and that only through the perfect life and innocent death of Jesus Christ can anyone be saved.

- We believe we are here on this earth to spread the good news of Jesus Christ to as many people as possible.
- We believe that all human life is sacred and created by God in his image. We are therefore called to defend, protect, and value all human life.
- We also believe that God wonderfully and immutably creates each person as male and female. These two distinct, complementary genders together reflect the image and nature of God. We therefore believe that marriage is between one biological man and one biological woman.

VISION: Transform lives now and forever

MISSION: Connect people to God's grace

HOW: We connect people with the timeless truths of God's Word through television, print, and digital media

REACH: Nearly 4 million monthly engagements of ministry content



Business Intelligence Manager Position Profile

The Business Intelligence Manager will work as a member of our team and will manage overall marketing spend to increase views, engagements, and donor response to the Time of Grace media brands (including *Your Time of Grace*). This position plays a key role in our mission to connect people to God's grace. This position reports to the Chief Development Officer located at the Time of Grace headquarters in Milwaukee, WI.

Responsibilities:

- Lead organizational analysis of data for social media, mobile apps, internet, and email presence. Lead resulting updates to strategy and ensure implementation.
- Use metrics and analytics to develop strategies and plans that increase views and engagement of new and retained user base of the ministry across all web, social, mobile, and television platforms.
- Lead efforts at conversion of digital viewers to donors, supporting with data measurements, conclusions, recommendations, and implementation. Later efforts will focus on TV conversion of TV viewers to donors.
- Lead organization tempo to daily analysis of key performance analytics.
- Implement tests, make plans, and adjust social media and internet advertising spends with the goal to continuously improve. Buys to be completed by the Brand Manager.
- Direct and manage contract staff for website development, data collection engineering, and mobile app development; this includes management of contract software engineers.
- Be the Program Manager for next generation Time of Grace website to launch in 2019.

- Manage data collection, data cleanliness, and data retention from multiple sources today, migrating into Tableau and/or other business intelligence tool sets. Program manage new systems for business intelligence.
- Analyze data and then work directly with Creative Media Director to produce videos that improve initial catch and retention of users, as well as one-minute retention.
- Analyze data and then work directly with the Brand Manager's creation of content plans across the ministry.
- Complete other responsibilities as needed and directed.

Business Intelligence Manager Requirements

Experience: Two or more years of work experience

Necessary characteristics and preferred experience:

- Thorough commitment to the values of Time of Grace:
 - Biblical: committed to teaching the Bible as the inspired, inerrant Word of God
 - Evangelistic: boldly driven by the Great Commission to share God's grace with all people
 - Trustworthy: authentic, someone to spend time with
 - Innovative: an early adopter of technology and media methods
 - Empirical: utilizing data, best practices, and metrics
 - Collaborative: engaging all stakeholders as ministry partners, equipping people and organizations with practical tools and resources
 - Independent: organized as an autonomous, lay-led movement
- A college degree in computer science, engineering, accounting, or math
- Excellent math and analytical skills, with problem-solving aptitude
- Demonstrated abilities to take initiative and be innovative
- Demonstrated management, communication, and interpersonal skills: analytical and strategic planning abilities and experience in managing team resources toward project goals
- Demonstrated proficiency with some or all of the following: website content management systems (like WordPress), email systems (like MailChimp), web metrics (like Google Analytics and Facebook Business Manager), and social media (Facebook, YouTube, Twitter, etc.)
- Demonstrated proficiency with some or all of the following: Microsoft Excel (including pivot tables), Tableau, Microsoft SQL queries
- Ability to work well under pressure, reliably meet deadlines, demonstrate attention to detail and strong organizational skills

For a confidential conversation, please contact Matt Trotter at mtrotter@timeofgrace.org or call 262.355.5817.