



# KHACHKAR STUDIOS

EMPOWERING GOOD NEWS

## Khachkar Studios October Job Comparison: Eastern Region Co-Executive Manager and U.S. Outreach Manager

See press release July 29, 2024. Section headings: Introduction, Goals, Why "Good News" short-clips, Themes, 4 KPIs, Promotion, Regions, and Submission Details.

1. A core responsibility is using micro-targeted "Good News" short-clips and short documentaries to educate and empower prospective Armenian Christian volunteer ambassadors of ALL ages from ALL Armenian churches in the U.S. (Diocese, Prelacy, Catholic, and Evangelical). Our research indicates that within the U.S., approximately 8,600 highly engaged adult parishioners and 5,300 Sunday/Saturday students are potential volunteer ambassadors for their parishes.
2. Select "Good News" short-clips and short documentaries will educate church leadership on the global benchmarks and best practices for educating and empowering volunteer ambassadors on topics of highest impact on the 4 KPIs, including the use of decile ranking and teacher performance metrics.
3. Compensation for those who match the profile will be in the top quartile or top decile of their peers.

### Eastern Region Co-Executive Manager

A 50% part-time U.S. Co-Executive Manager to manage the **production** of "Good News" short-clips and short documentaries using independent film production firms.

The Co-Executive Manager will take our selected micro-targeted themes to **create highly effective great stories** "Good News" short-clips and documentaries (motivational, instructional, and subtle or overt call-to-action) to achieve the highest possible increase in the 4 KPIs at the lowest possible cost.

The Co-Executive Manager's scope includes the following **7 responsibilities**: (i) crafting, scripting and producing great stories; (ii) ensure that each "Good News" short-clip and short documentary is designed to best match the micro-demographics targeted individuals; (iii) build monthly production budgets; (iv) collaborate with team members to increase the 4 KPIs and decrease costs; (v) provide high value-add strategic and tactical insights; (vi) carefully vet and, as time allows, selectively recommend topic and theme candidates, and (vii) build both the Armenian Christian church and Khachkar Studios brands.

Applicants for the Khachkar Studios Eastern Region Co-Executive Manager should have a **track record checklist** of the following:

1. Strong passion for Christian evangelical (with a small "e") projects.
2. Great story-teller in creating short films.
3. Managed multiple projects simultaneously.
4. Successfully managed budgets.
5. Ability to customize "Good News" short-clips and short documentaries to best match micro-targeted viewer traits.
6. Positive attitude to embrace both Armenian church sector and external global benchmarking and best practices, including decile rankings and communication effectiveness grading.
7. Really eager to continuously do extensive homework to discover systemic misconceptions and communicate new intelligence.

### U.S. Outreach Manager

A full-time U.S. Outreach Manager to manage the **promotion** of "Good News" short-clips and short documentaries with a diverse portfolio of internal and external tools.

The Outreach Manager will take the "Good News" short-clips and short documentaries (motivational, instructional, and subtle or overt call-to-action) produced by our Co-Executive Managers and both design and manage micro-targeted themes **promotion campaigns** to achieve the highest possible increase in the 4 KPIs at the lowest possible cost.

The Outreach Manager's scope includes the following **7 responsibilities**: (i) crafting and promoting great stories; (ii) ensure that each "Good News" short-clip and short documentary promotion campaign is designed to best match the micro-demographics targeted individuals; (iii) build monthly promotion budgets; (iv) collaborate with team members to increase the 4 KPIs and decrease costs; (v) provide high value-add strategic and tactical insights; (vi) carefully vet and, as time allows, selectively recommend topic and theme candidates, and (vii) build both the Armenian Christian church and Khachkar Studios brands.

Applicants for the Khachkar Studios U.S. Outreach Manager should have a **track record checklist** of the following:

1. Strong passion for Christian evangelical (with a small "e") projects.
2. A Marine-like mentality to "improvise, adapt, and overcome".
3. Managed multiple projects simultaneously.
4. Successfully managed budgets.
5. Ability to customize "Good News" short-clips and short documentaries promotion campaigns to best match micro-targeted viewer traits.
6. Positive attitude to embrace both Armenian church sector and external global benchmarking and best practices, including decile rankings and communication effectiveness grading.
7. Really eager to continuously do extensive homework to discover systemic misconceptions and communicate new intelligence.

*Interested applicants should submit cover email and CV (PDF) to [goodnews@khachkarstudios.com](mailto:goodnews@khachkarstudios.com).*