

NextGen Content Specialist

Are you interested in joining our team in this exciting and re-energized adventure providing people with access to God's Word? The Canadian Bible Society (CBS) is looking for a dedicated NextGen Content Specialist who will The **Canadian Bible Society (CBS)** is seeking a creative, digitally savvy **NextGen Content Specialist** to help engage young adults with Scripture through relevant, authentic, and meaningful content. The successful candidate will combine creative storytelling and digital content expertise, to grow Scripture engagement among the next generation across Canada.

This role will serve as the primary owner of CBS' NextGen content ecosystem, supporting the implementation of the organization's NextGen Strategy through the development of engaging digital and social media content, management of the CBS NextGen Hub, coordination of NextGen video production initiatives, cultivation of strategic content partnerships, and execution of social-first engagement strategies.

Working closely with Communications, National Programs, Digital, and external ministry partners, the Specialist will create and curate content that helps young people discover, understand, and apply Scripture in their everyday lives while building meaningful pathways from online engagement to deeper discipleship and Bible engagement.

Key Responsibilities

1. NextGen Content Strategy & Planning

- Support the development, implementation and ongoing execution of CBS' NextGen Strategy.
- Develop and maintain an integrated annual content calendar aligned with organizational priorities, campaigns, seasonal initiatives, events, and partner activities.
- Identify emerging youth culture trends, digital behaviours, and opportunities for meaningful Scripture engagement.
- Translate strategic priorities and objectives into engaging, audience-focused content.
- Recommend innovative approaches for connecting young people Scripturally through digital channels.
- Monitor performance data and adjust content strategies to improve reach, engagement, and impact.

2. Social Media & Digital Content Development

Lead the development and execution of a social-media-first content strategy designed to engage youth and young adults where they are most active. Responsibilities include:

- Creating engaging social content for Instagram, YouTube, and emerging platforms as appropriate.



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- Producing short-form video content including Reels, Shorts, Stories, and platform-native content.
- Developing carousel posts, graphics, polls, quizzes, interactive experiences, and user-generated content initiatives.
- Writing compelling captions, scripts, devotional reflections, and calls to action.
- Ensuring all content reflects CBS brand standards, mission, and values.
- Fostering community engagement through comments, conversations, and relationship-building opportunities.
- Monitoring platform changes, content trends, and creator-driven opportunities relevant to NextGen audiences.

3. Video Content Development & Production Coordination

- Assist in planning, developing, and producing video content designed for youth and young adult audiences.
- Develop concepts, scripts, storyboards, and creative briefs.
- Coordinate filming logistics, schedules, participants, locations, and required permissions.
- Work collaboratively with videographers, editors, animators, designers, and creative agencies.
- Manage project timelines, production schedules, and assigned budgets.
- Review and provide creative feedback on video productions to ensure quality, audience relevance, and strategic alignment.
- Coordinate the creation of:
 - Youth testimonies
 - Scripture-based devotionals
 - Storytelling content
 - Event recaps
 - Ministry partner features
 - Resource Hub videos
- Maintain an organized archive of video assets and production resources.

4. CBS NextGen Hub Management

Serve as a key contributor to the development, growth, and ongoing maintenance of the CBS NextGen Hub. Responsibilities include:

- Curating and organizing resources into intuitive, youth-friendly pathways.
- Publishing and updating original and curated resources including devotionals, discussion guides, reading plans, reflection resources, and downloadable materials.
- Collaborating with internal teams and external partners to identify trusted content and discipleship resources.
- Ensuring content remains relevant, current, accessible, and aligned with ministry objectives.
- Supporting development of audience-focused content pathways that move users from curiosity to deeper Scripture engagement.



5. Content Creation & Editorial Development

Research, create, curate, edit, and coordinate a wide range of resources that support youth engagement and discipleship. Content may include:

- Devotionals, Bible reading plans, Discussion guides, Downloadable resources, Resource collections, Testimonies and stories, Youth leader materials, Website content, Campaign content, Email communications

The Specialist will:

- Research, write, edit, and proofread content.
- Interview youth, ministry leaders, program participants, and partners.
- Translate Biblical concepts into practical, engaging, and accessible content.
- Ensure consistency in voice, theology, editorial quality, and brand standards.

6. Partnership Development & Content Curation

- Identify, evaluate, and curate trusted external resources that support CBS' NextGen goals.
- Build relationships with churches, youth ministries, content creators, and strategic ministry partners.
- Coordinate content-sharing and collaborative initiatives where appropriate.
- Curate resources from selected partners and ministry organizations.
- Identify opportunities for community-generated content, youth voices, testimonials, and collaborative storytelling.

7. Analytics, Innovation & Continuous Improvement

- Monitor content performance and audience engagement metrics across relevant channels.
- Track key performance indicators including engagement, reach, video views, audience growth, resource downloads, website traffic, subscriptions, and conversions.
- Conduct content experiments and A/B testing to improve performance and audience engagement.
- Provide regular reports and recommendations to support strategic decision-making.
- Explore and responsibly apply AI-powered tools to improve content ideation, workflow efficiency, personalization, and content optimization.
- Stay informed regarding emerging platforms, technologies, and content trends relevant to younger generations.
- Ensure content complies with CBS brand standards, copyright requirements, privacy obligations, and responsible AI practices.

Desired Outcomes

The successful candidate will help CBS:

- Increase Scripture engagement among youth and young adults.
- Grow CBS' NextGen digital presence and community engagement.
- Develop your skills further in digital storytelling, content strategy and ministry communications.
- Establish CBS as a trusted curator of NextGen Biblical content and resources.
- Develop a sustainable pipeline of high-quality content and digital resources.
- Support churches, youth leaders, educators, and ministry partners across Canada.
- Build meaningful pathways from digital engagement to discipleship and deeper Bible engagement.

Key Requirements:

- Degree or diploma in Communications, Marketing, Journalism, Digital Media, or a related field, or equivalent practical experience.
- 1-4 years of experience in content creation, social media, communications, digital media, or a related role.
- Demonstrated experience creating engaging content for digital platforms, including social media and short-form video.
- Strong writing, editing, storytelling, and communication skills.
- Working knowledge of SEO-informed content development, digital publishing workflows, and content performance measurement.
- Experience with creative tools such as Canva, Adobe Creative Suite, CapCut, or equivalent platforms.
- Familiarity with AI-assisted content creation tools and emerging technologies.
- Experience coordinating creative projects involving videographers, designers, photographers, agencies, or other creative partners.
- A strong portfolio and nonprofit experience are assets.
- Creative thinking and digital-first storytelling.
- Strong understanding of audience behaviour, youth culture, and emerging content trends.
- Excellent written and verbal communication skills.
- Passion for helping young people engage with Scripture and apply Biblical truth to everyday life.
- Ability to translate Biblical concepts into engaging, accessible, and practical content.
- Ability to balance creativity with audience engagement and strategic objectives.
- Analytical mindset with a willingness to learn, experiment, and optimize content based on performance insights.
- Strong project management, planning, and organizational skills.
- Adaptability in a fast-changing digital environment.



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- Collaborative mindset with strong people skills and attention to detail.

To apply, please submit your CV with a detailed covering letter to humanresources@biblesociety.ca by November 8th 2026.

Qualified candidates must be able to demonstrate a commitment to the core values and mission of the CBS. All offers of employment will be conditional upon the successful completion of reference checks, credit check and Police background check.