

# Social Media Content Creator

As Social Media Content Creator, you'll get to build engagement with those who interact with our church through our digital channels.

## WHO WE'RE LOOKING FOR

We're seeking an experienced content creator passionate about making content that reflects the culture, values, and scope of the Chapel. Your role will be key in content creation on our digital platforms. You'll create strategies and content and deliver content to maximize the reach and performance of our social platforms.

## RESPONSIBILITIES

- You'll manage social platforms and additional brands as needed, including ideation, writing, scheduling, and posting content.
- You'll monitor and interact on all channels and interpret social analytics.
- You'll assist with defining and implementing measurable strategies and campaigns to meet our digital presence objectives.
- You'll create and drive social media plans and content calendars.
- You'll oversee community management on all channels, including responding to comments and direct messages.
- Develop and execute social media marketing campaigns as needed.
- Create a digital marketing plan and social media strategy, identify strategic weaknesses, and recommend improvements.
- Research social media trends and inform the department lead of changes relevant to the church's marketing activities.
- Stay updated on social video as platforms change and evolve their offerings (playlists, stories, highlights, reels, live video, etc.)

## KNOWLEDGE, SKILLS, AND ABILITIES

- A proactive self-motivator who enjoys collaboration
- Exhibit good judgment, honesty, integrity, responsibility, and punctuality through the utilization of professional work standards.
- Ability to work in a fast-paced environment while meeting critical deadlines.
- Ability to get along well with others and handle confidential matters.
- Ability to manage time and multiple priorities to meet deadlines.
- Ability to communicate effectively and professionally, orally and in writing.

- Must be punctual, pleasant, and tactful with professional appearance and conduct.
- Ability to establish and maintain effective working relationships with supervising personnel, coworkers, civic organizations, business professionals, and the public.
- Must have strong analytical skills and critical thinking skills.
- Ability to work with creatives.
- Excited and ready to build, train, and care for a team of volunteers.
- A love for the local church and excitement about helping others take the next steps with theChapel.

## **JOB REQUIREMENTS**

- 2+ years of relevant digital marketing experience, including design, video, or both. (managing social media platforms or communities for brands, etc.)
- High level of understanding of popular social networks – design, functionality, best content/times to post for maximum engagement, features, & users
- An understanding of design principles
- Experience with content strategies
- Exceptional communication and writing skills
- Very high attention to detail.
- Strong understanding of Adobe CC Suite, including Photoshop, Premiere, Lightroom, etc.
- Proficient in Google Drive & Sheets
- High level of time management and ability to work under pressure.
- A portfolio is available.
- Respond promptly to all DMs and comments.
- A background in understanding and interpreting audience engagement.
- Well-versed in social platform analytics or other user tracking software, a basic understanding of SEO

Please email your portfolio to [hr@theChapel.cc](mailto:hr@theChapel.cc).