



## **Social Media Strategy & Content Creator | Full-Time Exempt | Communications**

### **Objective**

Responsible for the strategy, execution, and performance of all social media content. This role drives engagement, increases reach, and ensures alignment with organizational messaging while supporting the Communications team both operationally and creatively.

### **Key Responsibilities**

- Lead social media strategy across all platforms that translates the brand vision
- Develop and maintain a content calendar at least 30 days in advance
- Create and publish high-quality, platform-specific content that grows reach
- Capture content during weekend services and events
- Manage comments, messages, and overall community engagement
- Coordinate with various ministry teams to ensure alignment
- Build, train, and lead volunteer content teams (photo, video, editing, on-camera talent)
- Establish and maintain workflows, systems, and brand standards
- Track analytics and optimize performance on an ongoing basis

### **Experience & Skills Required**

- 3–5+ years of professional experience in social media strategy and content creation
- Demonstrated ability to lead and manage content strategy across platforms
- Strong portfolio of high-performing digital content
- Advanced understanding of social media platforms, trends, and analytics
- Strong copywriting skills and ability to maintain brand voice
- Strong organizational and project management skills
- Experience leading teams or volunteers preferred
- Proficiency with content and scheduling tools (e.g., Adobe, Meta Business Suite, Later)

### **Leadership Responsibilities**

- Participate in team meetings and communication rhythms
- Engage in team care structure
- Demonstrate ownership and initiative

### **Personal Attributes**

- Love for God
- Love for people
- Pursues excellence that honors God and inspires people
- Enjoyable to be with, and devoted to the call of God and the Church
- Displays a high level of hospitality and a service-oriented attitude
- Actively participates in the life of the church, including community involvement
- Supports the church through regular tithe and offerings
- Work ethic to get the job done on time

### **Success Metrics**

- Content is planned in advance and executed consistently
- Engagement and reach increase over time
- High-performing content is identified and repeated
- Community engagement is timely and aligned with brand standards
- Content supports and advances key initiatives
- Volunteer team grows in effectiveness and output

### **Schedule & Availability**

- Weekend availability required
- Presence at key events required
- Flexible weekday scheduling as appropriate