

JOB DESCRIPTION

Position: Social Media Manager

Classification: Full-Time / Exempt (p)

Reports to: Communications Director

Edit Date: 10.20.22

Overview

The Social Media Manager is responsible for producing engaging, creative, relevant, effective, and innovative social content that effectively grows the AL online presence while communicating the mission and vision of the church. This person will be a forward thinker with a clear understanding of and interest in innovation and the digital space. This role operates under the direction of the Communications Director and is critical in supporting and building Abundant Life's social media presence as we continue to be "living proof of a loving God to a watching world".

Personal Responsibilities

- Be committed to grow in the grace and knowledge of our Lord Jesus Christ (2 Peter 3:18; 1 Peter 2:2) by assembling for instruction in God's Word and engaging in the personal study of God's Word.
- Responsibly use the resources at your disposal to foster the mission and vision of Abundant Life (1 Peter 5:1-4).
- Participate in an Abundant Life group (Acts 2:41-42) as well as the discipleship ministry (Matthew 28:18-20).
- Live in a way that glorifies God and aligns with the staff core values (1 Timothy 3:1-7, Titus 1:5-9).
- Be committed to giving to the needs of the saints (2 Corinthians 8:1-7 & 9:12).
- A steadfast commitment to honoring the Lord in work and life, as well as the character to uphold the AL Staff Core Values of Synergy, Excellency, Integrity, Tenacity, Humility, and Loyalty.

Essential Functions & Responsibilities

- Conceptualize, produce, and finalize graphics and assets for a wide range of applications, both print and digital.
- Creatively collaborate with other Communications team members.
- Prioritize projects based on importance and difficulty.
- Gracefully receive and implement feedback and direction.
- Empathize, interact, and communicate with teams and ministries concerning their projects.
- Recruit, train, and empower a volunteer team to assist with social media across all campuses.
- Contribute to the success of the Comms team and AL's ministry through active and continual improvement in all areas.
- Develop and implement social media campaigns for channels including, but not limited to Facebook, Twitter, Instagram, YouTube, LinkedIn, and other social media platforms.
- Write and schedule all content and updates for campaigns.
- Compile analytics reports on campaign performance, highlighting successes and identifying areas for improvement.
- Provide input on all social planning and provide the digital POV for Abundant Life and ministries.
- Consistently participate during the ideation phase and execution.
- Collaborate with the Lead Pastor to create and grow an effective online presence for his personal pages.
- Provide continuous cultural, digital, and trend forecasting to inform, educate, and motivate internal teams.
- Collaborate with church marketing agency to launch campaigns and support the objectives through social media.
- Utilize experts with the church's marketing agency to grow our platform and use them to learn new processes and trends.
- Be on the pulse of marketing trends and how they apply to the industry.
- Engage on a regular basis with online community.
- Manage a budget to be spent on promoting social media posts and PPC advertising.
- Various other projects and duties as assigned.

Skills & Qualifications needed for Success

- A passion for helping the church communicate effectively through digital means.
- Understanding of all social media platforms.
- Demonstrated ability to think critically and problem solve toward effective social media solutions.
- Thrive in a fast-paced environment and act on changing priorities.
- Demonstrate success with social media executions on platforms including Facebook, Twitter, Instagram, YouTube, and additional emerging tools.

- Proven experience with other digital marketing disciplines for integrated strategies (SEO, paid search, paid media).
- Excellent writing, editing, presentation, and communication skills.
- Knowledge of design and video strategies for social platforms.
- Command of social analytics dashboards.
- Successful past experiences of participating in cross-functional teams.
- A basic understanding of content management systems.
- Church or nonprofit experience a plus.
- Extensive experience with all social platforms and the ability to interpret and report on social metrics.
- A desire to stay relevant in the field by personally seeking training or refinement in professional skills.

Experience (minimum requirement)

- A portfolio exhibiting professional social media work including video (to be submitted with application).
- 3-5 years of experience in social media and marketing.

**It is the policy of Abundant Life church to provide a workplace free from discrimination. We base all employment decisions on job-related qualifications and merit, without regard to race, color, national origin, sex, disability, age, military status, or any other class protected by federal, state, or local law.*