



## **Social Media Manager**

**Reports To:** Communications Director

### **Summary**

The Social Media Manager is responsible for overseeing the online presence, workflow, and reputation of Faith Christian Center across all social media platforms. This role includes managing the creation, scheduling, and publishing of content, while ensuring consistency and engagement. The Social Media Manager will collaborate closely with other departments (“Staff”) and lead all teams involved in social media. This individual is expected to manage, develop, and inspire these teams to deliver excellence and maintain relevance in the digital space.

### **Primary Responsibilities**

- Write, edit, and publish content (original text, images, blogs, video, layout) via social, live stream, podcast, and text platforms that is informative, builds meaningful connections, and encourages audience engagement to support our content strategy and goals of the ministry.
- Capture video and other content for weekly social media reels / posts.
- Strategically repurpose long-form content (such as sermons and events) into short-form media, devotionals, and shareable content across various digital platforms.
- Lead and manage the online support team of contractors and volunteers.
- Own and manage the live stream platforms setup, scheduling, troubleshooting, and enhancements.
- Identify new opportunities and tools to continually improve the social media presence to engage our online community and nurture them into new opportunities.
- Provide weekly feedback for the other creative teams involved with providing livestream ministry to ensure a high level of excellence is provided to our online service.
- Own and manage the editorial social media calendar.

- Own and manage all comments, questions, and messages submitted through the online platforms.
- Develop monthly and quarterly campaigns to increase brand awareness, engagement, and church growth.
- Manage annual budget for ad content; track performance and introduce methods to optimize performance.
- Track and report on insights consistently by comparing trends from previous years and on a month-to-month basis. Develop actionable strategies to boost audience following, reach, interactions, and growth on all social platforms. Regularly report statistical insights to FCC leadership.
- Collaborate with leadership and staff to foster new ideas and convert them into finished visuals, storyboards, etc to meet ministry goals.
- Identify content, trends, groups, and industries that appeal to the target demographic of our ministry.
- Collaborate with third-party platform providers (e.g., Subsplash) to troubleshoot issues and implement solutions related to website and app performance.
- Partner with media and press contacts to promote major events to the broader community when applicable.
- Support the Communications Director by managing mass email distribution for staff and addressing other creative requirements for FCC.
- Assist the Communications Director with the buildout of the website pages and other forms needed for online platforms, including surveys, online calendars and event registrations.

## **Expectations**

- Has a strong work ethic and a passion for serving our faith community.
- Detail-oriented, proactive, and capable of managing multiple projects at once.
- A team player who can lead with humility, collaboration, and respect for others.

- Establish and foster an exemplary relationship with staff/non-staff workers, church membership, and the community at large.
- Support, advocate for, and champion the church's vision in all areas of the role.
- Demonstrate a servant's heart by having a willingness to perform other duties as needs may arise.

## **Qualifications**

- 5 years of recent experience in social media development, management, analytics, and paid social media preferably in a ministry, non-profit, or educational environment.
- Ability to multitask in a fast-paced environment with good decision-making skills.
- Extensive knowledge of social media fundamentals, web capabilities, and a strong understanding of marketing and advertising principles.
- Solid computer skills, including MS Office, marketing software, and applications.
- Experience with design theory and tools such as Adobe Creative Suite (specifically Photoshop) is a plus.
- Experience with media editing (audio and video).
- Ability to lead and problem-solve with limited supervision yet effectively communicate with staff, volunteers, and our community.
- Willingness to work in and understand the intricacies of a ministry-conscious environment.
- Strong team player that is organized, enthusiastic, and enjoys people and having fun.
- Personal characteristics of excellence, professionalism, credibility, integrity, innovation and accountability.

## **Working Conditions**

- This is a full-time, 40-hour-per-week position. The responsibilities of the role may necessitate working additional hours.

- Ability to work in various environments, including outdoor events or services.