JOB DESCRIPTION

Title: Social Media Specialist
Department: Creative
Team: Creative Team
Approved for Hire:
Reports to: Communications Specialist
Exemption Status:
Responsible for: Strategic planning and executing our social media strategies.
Approved by:

SUMMARY

A self motivated, fun loving individual who will be responsible for creating content for various social media platforms. Employee will generate, edit, publish and share daily content (original text, images, video,...) that builds meaningful connections and encourages community engagement.

ESSENTIAL FUNCTIONS

Design and schedule content across all social media platforms
- Build and execute social media strategies through competitive research, platform determination, benchmarking, and audience identification
- Design, edit, publish and share daily content (original text, images, video or other mediums) that builds meaningful connections and encourages community members to engage or take action
- Coordinate with other Creative Team staff to aid in the production of social media content (i.e. sermon videos & series graphics)
- Maintain a current knowledge of social media design, post trends, and best practices.
- Take pictures or schedule photographers for upcoming events and services
- Cover live events and services via Facebook Live and Instagram stories
- Oversee paid advertising on social media platforms

Monitor and maintain social platforms
- Engage with our social media followers
- Continuously improve by analyzing the appropriate social data/metrics, insights and best practices, and then adjust social media strategies based on your findings.
- Regularly report on statistics and trends across our social media accounts to help inform communication decisions department wide.
KNOWLEDGE, SKILLS & ABILITIES

Artistic Abilities: Shows skill and talent to create works of art through drawing, painting, etc.

Commitment to Excellence: Strives to complete one’s work in the best possible manner with the resources provided. Excellence is defined as being perceived and observed as performing in the highest quality manner possible in all areas of ministry. Having an unwavering commitment to doing things with the spirit of excellence.

Contributor: Gives ideas, time, and energy along with others. Has a share in causing results. Helps and assists. Participates.


Goal-Oriented: Directs efforts toward specific, measurable, attainable objectives with action plans and deadlines.

Growth-Oriented: Remains focused on improvement, betterment, development, enrichment, gain, headway, and progress in areas of accountability.

Independent Learner: Able to think, act, and pursue his or her own studies without external support. Self-motivated.

Industrious: Constantly devoted to and actively engaged in his or her work. Constantly exerts effort to accomplish objectives. Hard-working.

Initiative: Ready and able to initiate action. Begins actions without having to be told to do so. Able to make, form, conceive, and visualize original thoughts and expressions that can produce original, clever, imaginative, and resourceful products, services, policies, procedures, and/or solutions. Introduces new methods, changes, or variations.

Sensitivity to Criticism: Is not excessively affected or easily offended by feeling insulted, upset, or slighted when work or ideas are assessed, corrected, criticized, or judged.

Team Player: Is an active participant, fully engaged in the work of the team and across the organization as needed. Takes initiative to help make things happen and make the team successful with a can-do attitude. Openly and willingly shares information, knowledge, and experience to keep others in the loop, get the job done, and prevent surprises. Cooperates with others to solve problems. Willing to deal with all kinds of problems in a solutions-oriented manner. Consistently treats others with courtesy and respect.
**Written Communication**: Effectively interchanges thoughts, ideas, information, and opinions in writing. Utilizes proper vocabulary, grammar, and semantics.

**COMMUNICATION**

**Positive Attitude**: Cheerful. Pleasant in behavior and manners. Has a sunny disposition and a good sense of humor. Smiles. Sees the bright side of things. Raises your spirits. Has an enthusiastic, lively, absorbing, keen interest in activities. Is eager to perform duties and optimistic about their outcome. Is not irritable, bad-tempered, overly critical, discontent, argumentative, complaining, or pessimistic.

**Team Player**: Is an active participant, fully engaged in the work of the team and across the organization as needed. Takes initiative to help make things happen and make the team successful with a can-do attitude. Openly and willingly shares information, knowledge, and experience to keep others in the loop, get the job done, and prevent surprises. Cooperates with others to solve problems. Willing to deal with all kinds of problems in a solutions-oriented manner. Consistently treats others with courtesy and respect.

**Verbal Communication**: Interchanges thoughts, information, and feelings in pleasant, courteous, respectful, and well-mannered way. Speaks up and expresses ideas clearly, honestly, and with respect for others.

**Written Communication**: Effectively interchanges thoughts, ideas, information, and opinions in writing. Utilizes proper vocabulary, grammar, and semantics.

**WORK ETHIC**

**Dependable**: Worthy of trust. Supervisors can consistently rely and count on him or her to get work done, do fair share, meet commitments, follow through on assignments, and deliver good performance all of the time.

**Learner**: Able to acquire knowledge of and skill in tasks and job duties by study, instruction, or experience. Able to become informed of and to memorize relevant information. Able to be taught.

**Problem-Solver**: Obtains facts regarding problems, complications, dilemmas, and disputes. Clarifies and interprets information gathered. Determines, figures out, and gets to the bottom of the root causes. Sees problems as an opportunity to do something better. Deals with problems in solutions-oriented manner. Forms action plans, clears up, deals with, and effectively resolves the issues. Collaborates with others as needed. Brings difficulties to closure, conclusion, and resolution.

**Punctual**: Arrives on time or a little before the appointed time.

**Self-Motivated**: Has an inner urge that prompts him or her to action with a sense of purpose. Can rouse self to action and effort. Busy doing profitable tasks. Exhibits readiness. Eager. On his or her toes. Forces self to work when necessary. Strives vigorously towards objectives. Does not have to be prompted by others in order to accomplish objectives.
Commitment to Excellence: Strives to complete one’s work in the best possible manner with the resources provided. Excellence is defined as being perceived and observed as performing in the highest quality manner possible in all areas of ministry. Having an unwavering commitment to doing things with the spirit of excellence.

Conscientious: Controlled by and does work according to a sense of what is right or wrong in his or her conduct or motives. Carefully and thoroughly does his or her job, being very particular. Does not neglect any aspect of his or her job or do things carelessly. Takes pride in work. Receives gratification from accomplishments. Strives for high quality. Interested in excellence. Answerable and accountable within his or her power of control of duties and obligations. Considers self responsible for fulfilling duties.


Loyal: Has a passionate focus on fulfilling the God-given vision of the Senior Pastor. Able to submit one’s own decisions, thoughts, and ideas to those of the Senior Pastor above his or her own. Will do whatever is necessary to advance the vision of the Senior Pastor. Remains faithful to the organization, supervisor, and coworkers. Is devoted, reliable, dutiful, trustworthy, tried-and-true, unfailing, constant, steadfast, and stable. Coworkers and supervisor can depend confidently on him or her. Is highly likely to stay with the organization.

PHYSICAL EFFORT

Choose appropriate level.

Constant (90-100% of the time): repetitive motion hand movement, grasping, holding, finger dexterity, reading, writing, eye-hand coordination, hearing, talking, standing, sitting, walking

Frequent (60-90% of the time): sitting, walking, visual inspection, talking, standing, repetitive hand movement, grasping

Occasional (30-60% of the time): squatting, kneeling

Rare (0-30% of the time): running, crawling, driving car

EDUCATION & EXPERIENCE REQUIRED

High school graduate
Experience with social media marketing or as a digital media specialist
Written communication experience required
Digital design and video editing experience preferred
Apple Final Cut or Adobe Premiere experience is a plus
Adobe Photoshop and Illustrator experience is a plus
Successfully pass a background check
MINISTRY REQUIREMENTS

Must be a member of Victory Family Church.
Must have a heart and passion for the vision of Pastor John and Michelle.
Must be a tither to Victory Family Church according to Malachi 3:10.
Must live a Spirit-filled life.
Must lead or serve with humility, care, and connection.
Must have a consistent and ongoing devotional life evidenced by tangible fruit as a product of your relationship with God.
Must lead a moral lifestyle consistent with biblical principles.

TIME REQUIREMENTS

Total: 16 hours per week

Basic schedule: Flexible. One office day per week preferred.

Victory Family Church reserves the right to change, rescind, add, or delete the duties and responsibilities within this job description at any time.