

Social Media Strategist

Chapelstreet Church

GENERAL DESCRIPTION

The Social Media Strategist is a part-time position and will provide support to the Director of Communications to develop and execute the church's social media and content strategies, as key elements of promoting and communicating Chapelstreet Church's vision and mission. This part-time role is expected to be 25 hours per week.

REPORTS TO

Director of Communications

KEY RESPONSIBILITIES

As part of the Communications team, the Strategist's primary duties include these:

- Develop and execute the church's overall social media and content strategies including platforms like Facebook, Instagram, Google, and Youtube, with a goal to advance the mission and vision of the church by extending its reach and transformational impact
- Understand and advise on social advertising and optimization practices; Manage Facebook Ad campaigns and Google Ad words.
- Monitor latest trends in social media to improve the church's media performance and make recommendations on leveraging new tools
- Compile data and reports to assess and communicate effectiveness of social media and content strategies and use for future strategy development
- Pursue ongoing growth in content capturing through photography, video, and design
- Engage with and empower volunteers to multiply social media efforts across campuses

ABILITIES AND ATTRIBUTES

- Abiding personal relationship with Jesus Christ
- Embracing Chapelstreet Church's Statement of Faith and ministry vision, mission and values, and living them each day
- Excellent organizational skills, with ability to plan and execute tasks required to meet internal schedules
- Ability to enhance positive team environment built on creativity, innovation, collaboration, and continuous improvement
- Education and experience in social media managing and creating content, with an emphasis in web and social media
- Ability to assess ministry and audience needs and develop creative and practical approaches to meeting them
- Strong writing and editing skills and attention to detail, with an eye for innovative and creative design
- Able to form strong relationships with multiple groups of stakeholders
- Dedicated to becoming an active member of Chapelstreet Church