

# Social Media Strategist

## 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.

## Reports To

Director of Communications

## Key Responsibilities

- 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
- Engage with and empower volunteers to multiply social media efforts across campuses
- Pursue ongoing growth in content capturing through photography, video, and design
- Compile data & reports to assess and communicate effectiveness of social media and content strategies and use for future strategy development
- Managing mass emails, including our weekly all-church e-newsletter and overseeing ministry-specific emails\*
- Supporting all department social media accounts at Chapelstreet Church to use effective strategy in their social media presence

## Abilities and Attributes

- Abiding personal relationship with Jesus Christ
- Embracing the Chapelstreet Church statement of faith and ministry vision, mission and values, and living them each day
- Excellent organizational skills with the ability to handle and prioritize multiple ongoing projects & campaigns
- Education and/or experience in social media managing and content creation is a plus
- Familiarity with social media marketing and Facebook Ads manager
- Ability to enhance positive team environment built on creativity, innovation, collaboration, and continuous improvement

- Experience with design applications such as Premiere, Rush, AfterEffects, Photoshop, or Lightroom is a plus\*
- Experience with Mailchimp and/or Wordpress\*
- Ability to enhance positive team environment built on creativity, collaboration, and continuous improvement
- Ability to assess ministry and audience needs and develop creative and practical approaches to meeting them
- Experience with a large church preferred
- 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

\*dependent on hours and ability