



Social Media Manager

This position is Full-time working 36-40 hours per week Sunday through Thursday on site.

About the Role: The Social Media Manager will administer the creation and publishing of relevant, high-quality content to ResLife's social media outlets. They will work collaboratively with the Creative Arts Team to offer their knowledge and skills as they relate to various projects reporting directly to the Creative Arts Director. This role is responsible for leading the social media team and creating strategy for all of our social media platforms.

This Position Will: Establish and maintain an ongoing strategy for social media objectives that meet the needs of our target audience while keeping consistent visual branding. Cast vision for all content both in text and in visual graphics, plan or schedule posts, create and execute an annual social media editorial calendar.

This position shares and facilitates compelling digital media content that helps build meaningful online connections, and encourages attendees and followers to engage with us by using existing and new social media platforms.

The social media manager will be capable of using internal project management software to track projects and adhere to timetables and deadlines to effectively execute communications strategies. This position will manage a volunteer photography schedule for events, and weekend services.

This role may be required to produce and post information outside of work hours to our social media accounts should world events occur.

What You Bring:

Qualifications:

- Minimum 2-3 years experience in Marketing and Design
- An Associate or Bachelor's degree in Marketing or Communications is preferred
- Experience with Google Workspace, YouTube studio, and Adobe Creative Suite programs ie. InDesign, Illustrator, Photoshop, etc.
- Photography skills preferred

Characteristics:

- Passion for reaching and connecting with current and potential followers
- Demonstrated understanding of social media platforms, current trends, and applications
- Possess the ability to manage multiple social media platforms
- Strong Leadership skills
- Implement an organization's social media strategy, develop brand awareness, generate inbound traffic, and encouraging vision adoption
- Lead teams that create and publish content and maintain relationships with user communities on multiple platforms
- Report on the process of applying various social media tactics using a variety of digital analytics and media tracking tools
- Collaborate with the Creative Arts team to support their respective missions, ensuring consistency in voice and cultivating an engaged social media community
- Strong organizational skills
- Strong oral and written communication skills
- Must exhibit a personal and growing relationship with God, and a teachable spirit. Must be committed to continual learning and growth. Must agree and align with the mission, vision, and leadership of Res Life Church.
- Weekly service attendance is required.

Physical Requirements:

This position will be required to lift/carry over 50 lbs. The ability to traverse the campus is required.

The above duties, activities, or responsibilities may be supplemented periodically