



SOCIAL MEDIA STRATEGIST

This position is full time with hours Sunday through Thursday office hours with occasional event hours.

About this role: This position moderates, facilitates and curates community through conversations or chats on Facebook, YouTube where applicable. They represent the mission and values of Reslife Church helping build meaningful online connections, and encourage attenders and followers to engage with us.

Primary Objective(s):

- Social Media Post engagement. Respond to comments, and are in constant contact to understand strategy and schedule.
- Awareness of analytics and metrics. Building strategies with the Social Media Manager and Creative Arts Director to utilize these metrics and analytics to create effective methods to engage our online community.

Additional Objective(s):

- Monitoring all group, both private and public, to ensure safety, appropriate communication, and appropriate approval members
- Help and assist developing online strategies for classes with the Creative Arts Director.
- Assist in web development
- Video Editing as assigned or requested.

Qualifications

- Previous experience in a creative role or in a related field is desired.
- Experienced with G Suite and Apple OS and their respective applications
- Experience with various online channels (Social Media, Video Posting Sites, etc)
- Experience in project management.
- Graphic Arts and Video Editing experience desired, but not required.
- Excellent communication and interpersonal skills to thrive in a creative environment.



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Characteristics

- 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 of Reslife Church.
- Weekly service attendance is required.
- Active contributor to the team's success.

Physical Requirements:

This position may be required to stand for long periods of time as well as walk the campus regularly. Must be able to lift 15 to 20 lbs.

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