SOCIAL MEDIA MANAGER

GENERAL DESCRIPTION

The Communications Team at Rock Point Church is seeking a highly motivated and experienced Social Media Manager. We are looking for a self-motivated leader, who thinks strategically, strives for excellence, loves to create content, communicates effectively, is inspired with creativity, and has a heart to serve and develop people. The Social Media Manger will have the following personal profile:

- Strong passion and gifting for content development.
- Experience in developing and managing large social media and marketing campaigns.
- Experience creating promotional content including webpages.
- Experience with advertising and branding.
- Experience working closely with public relations and media professionals.
- Invests in personal and professional development, continuously developing his/her craft.
- Must be able to work independently as well as part of a team.
- Ability to thrive in a collaborative team environment.
- Familiar with Adobe Suite, social media and project management software, Google analytics, email marketing, etc.
- Ability to manage multiple campaigns, tasks, and priorities simultaneously.
- Strong communication skills, both oral and written.
- Highly adaptable in a fast-paced and changing environment.

Classification: Non-Exempt; Hourly // **Status**: Full or Part Time // **Team**: Communications // **Supervisor**: Randy Deal | Lead Director, Interim Communications Director

WORK SCHEDULE

- Varied, Tuesday – Thursday, Saturday, Sunday
- Some flexibility is required as needs are varied. Weekdays are varied based around ministry needs and meetings but expect to work two to three weekdays per week and one to two weekend days per week.

ESSENTIAL DUTIES & RESPONSIBILITIES

DUTIES & RESPONSIBILITIES

Coordinate with the Communications Director and Communications Project Manager to:

- Create, edit, schedule, and share daily social media content;
- Effectively utilize all aspects of our church management and project management systems for maximum efficiency and effectiveness;

- Gain, train, and retain volunteer teams, including recruiting, scheduling, and appreciation of the livestream team;
- Create compelling social media content and manage user comments and direct messages on Rock Point's social media platforms;
- Develop church communication and promotions through effective copywriting, content marketing, and storytelling;
- Compile analytics reports and report on and make recommendations to ensure the best opportunities for successful online engagement and continuous church growth;
- Maintain our online approach, including but not limited to social media, website, Rock Point Now, and our MyChurch App;
- Contribute to brainstorming sessions and ideation of topics for church creative content;
- Participate in staff meetings, team meetings, one-on-one meetings with your supervisor, and other ministry and project meetings as assigned; and
- Assume other duties as assigned.

COMPETENCIES

To perform the job successfully, individual should demonstrate the following:

- **Problem Solving** - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason even when dealing with emotional topics.
- **Interpersonal Skills** - Focuses on solving conflict, not blaming; maintains confidentiality; listens to others without interrupting; keeps emotions under control; remains open to others' ideas and tries new things.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; participates in meetings.
- **Teamwork** - Balances team and individual responsibilities; exhibits objectively and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed.
- **Change Management** - Develops workable implementation plans; communicates changes effectively; builds commitment and overcomes resistance; prepares and supports those affected by change.
- **Quality** - Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.
- **Dependability** - Follows instructions; responds to management direction; takes responsibility for own actions.
- **Initiative** - Asks for and offers help when needed. Undertakes self-development activities.

- **Project Management -** Develops project plans; coordinates projects; communicates changes and progress; completes projects on time and budget; manages project team activities.

REQUIRED CRITICAL SKILLS, TRAINING AND EDUCATION

- Bachelor's degree level education or work experience equivalent
- Workable knowledge and experience with office suites, for example, iWork, Google Workplace, Microsoft 365
- Workable knowledge and experience with project management tools; for example, Basecamp, Monday. Asana, Teamwork
- Agrees and aligns with the vison, values, and doctrinal *Statement of Beliefs* of Rock Point Church. (http://rockpointchurch.com/statement-of-beliefs/)

PREFERRED REQUIREMENTS

- Experience working on a large church staff
- Experience working with and developing volunteer teams

PHYSICAL REQUIREMENTS

- While performing the duties of this job, the employee is regularly required to stand and walk and will occasionally be required to do some light lifting (up to 20 pounds).

PERSONAL LIFE REQUIREMENTS (POST HIRE)

- Model biblical understanding and maintain a consistent personal devotional life;
- Model biblical commitment and become a covenant member of Rock Point Church;
- Model biblical family life before the body and regularly attend worship service with your family;
- Model biblical integrity and conduct personal life in a manner consistent with RPC core values;
- Model biblical community; and
- Model biblical generosity and financially support Rock Point Church.