

**Position Title: Social Media Specialist**  
**FLSA Status: Non-Exempt, Full Time**  
**Supervisory: No**  
**Reports to: Director of Marketing and Communications**

### **Summary Description**

The primary purpose of this position is to develop and sustain a social media strategy for all church sites and work with the ministry leaders across the organization to develop and implement communications strategies for Floris and all locations. The Social Media Specialist's responsibilities are in marketing and communications with a focus on making disciples of Jesus Christ for the transformation of the world.

This position will collaborate with others in the organization to achieve brand consistency, coordination of message and the highest standards of external communications. This position is responsible for coordinating organization-wide design, message and content generation including electronic and print communications.

### **Responsibilities**

Following the guidance of the Director of Marketing and Communications, duties include but are not limited to:

- Provide content and design for social media presence by developing a strategic social media plan
- Oversee the communications plans for assigned projects
- Ensure consistency and continuity of information on church communication tools
- Oversee the content and production of the weekly print and e-communications
- Provide content and design for social media presence by developing a strategic social media plan
- Create and produce other items as directed by the Director of Marketing and Communications e.g., Facebook ad campaigns, monthly reports, etc.

The Social Media Specialist attends all necessary meetings as directed by the Executive Director and/or the Director of Marketing and Communications in order to ensure that when dealing with internal affairs and making day to day management decisions that they are in-line with the Lead Pastor's overall vision and direction of the Communications Ministry.

### **Qualifications**

B.A. in Marketing, Communications, English or Journalism, with a concentration in social media.

2 years of experience working in marketing and communication sector preferred.

Strong proficiency in computer programs: Microsoft Office, In Design, PhotoShop

Copy editing and writing expertise required.

Experience with content management systems preferred.

Familiarity with office support equipment (copiers, duplicators, bookmakers, folding machines, etc.) and ability to quickly adapt to new equipment.

Ability to work in a team environment.

Excellent organizational skills and ability to manage multiple tasks simultaneously.

Ability to problem solve and make decisions.