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| ***Job Description*** | | | |
| **Job Title:** | **Social Media MA** | **Department:** | **Communications** |
| **Reports To:** | Communications Director | **Effective Date:** | 1/1/2024 |
| **Position Summary:** | | | |
| Social media echoes the vision and mission of the church’s leadership to the community, newcomers, members of the church, and beyond. The Social Media MA will develop and manage social media campaigns by promptly creating, scheduling, and executing them. Social media is more than just a promotional tool; it is a pastoral tool. This position will reach the unreached through content creation and creativity. | | | |
| **Job Responsibilities & Duties** | | | |
| * Manage two social media accounts of choice from the following accounts: Oaks Worship, Oaks Men, Oaks Women, Oaks Learning Center, Oaks Kids, Oaks Young Adults) * Unapologetically recruit and develop storytellers * Create and execute social media campaigns for selected Tier-2 and other Oaks Church events * Assist Social Media Coordinator in creating and carrying out Tier-1 social media campaigns * Learn from and work with the Creative Team to improve videography, photography, and graphic designing skills * Train volunteers to capture social media content on Sunday and Wednesday services * Continuously research for inspiration and ideas for effective social media campaigns and strategies * Capture stories of what God is doing and work to broadcast them * Assist with general administrative tasks and miscellaneous duties in the Communications team | | | |
| **Anticipated Time Commitment:** | | | |
| * Maximum hours allowed | | | |
| **Education and Experience** | | | |
| * High school degree or GED | | | |
| **Required Skills/Abilities** | | | |
| * ASANA for daily task management and interdepartmental communication. * MICROSOFT SOFTWARES, such as Excel and Word, for content and campaign planning. * MULTIPLE SOCIAL MEDIA PLATFORMS, such as Instagram, Facebook, and YouTube. * META BUSINESS SUITE for scheduling posts and checking insights. | | | |
| **General Expectations:** | | | |
| * Commitment to continual growth in personal spiritual life and relationship with Christ * Attend Tuesday Staff Prayer Meetings, All Staff Meetings, “All Hands On Deck” Events * “Serve One and Attend One” at weekly Oaks Church Sunday services. * Support the vision, values and ministry of Oaks Church through tithing, serving, etc. * Proactive thinking and willing to learn and train others * Model a Godly life for volunteers * Be teachable with a humble and submissive attitude * Maintain all information confidential (about staff, projects, property, members, etc.) | | | |
| **FLSA Status: *(HR use only)*** | | | |