

St Mark United Methodist Church
Northport, Alabama

Proposed Social Media Specialist Job Description

Purpose: The Social Media Specialist is to plan and execute a social media strategy that will provide platform-specific content for Saint Mark Church that is helpful, relevant, and sharable.

RESPONSIBILITIES

- Create social media presences for St. Mark UMC to include but not limited to website, Facebook, Twitter, Instagram and Snapchat.
- Develop and maintain a social media content calendar, including gathering media support and writing caption copy that is clear, informative, excellent, and encouraging
- Work directly with our social media team to serve the audience of each platform with useful information
- Monitor effectiveness of content strategy using metrics provided by each platform.
- Create standards for the planning, execution, optimization, distribution, and amplification of weekend content (i.e. sermon recordings, articles, etc.)
- Promote and tell the story of Saint Mark on social media.
- Develop a digital presence strategy for the church.
- Develop a culture that encourages sharing on social media amongst both the staff and the church members.
- Attend staff meetings
- Daily review of all social media presence
- Update the church's website
- Alert Senior Pastor to any sensitive issues related to the church's social media presence.

REQUIREMENTS

- A love of social media and a passion to cultivate engagement with the people of the Northport/Tuscaloosa area, the North Alabama Conference and beyond
- An understanding of how to craft consistent and quality content
- Exceptional proofreading skills
- Testimony of faith in Jesus Christ as Lord and Savior and a heart for the local church
- Ability to work quickly and with deadlines
- Commitment to excellence and professional development.
- Relates well to others, builds effective relationships, and communicates efficiently
- Understands their strengths and weaknesses
- Excellent communication skills

Part-time position (20-25 hours per week)

Reports to Senior Pastor

Updated: January 23, 2018
Approved by SPRC on 1/28/2018