

Social Media Manager

Status: This role begins as a volunteer role with the opportunity to move into paid work.

Mission, Vision, Strategy and Values of One City

One City Church exists to honor God, help people and love both. That's our purpose, and it's what we're always striving to do.

Our mission is to deploy the transformational power of Jesus into our community's 8 core sectors of influence. Specifically, ministry success is measured by the number of disciplined people we have living our G.R.A.C.E. core values in the community.

Our strategy is to move people from lost to saved, saved to freed, freed to restored and restored to fulfilled. As we worship, pray, and share the Gospel of Jesus Christ, we seek the glory of God. For His glory, we serve and care for one another, our community, our nation, and our world.

About This Role

The Social Media Manager guides and manages the overall digital strategy and presence of One City. The Social Media Manager assists with the development of consistent and quality content while managing all social media platforms for One City.

Primary Responsibilities and Tasks of the Social Media Manager

1. Promote and tell the story of One City on social media.
2. Manage the church social media platforms by planning and executing a strategy to provide platform-specific content that is helpful, relevant, and shareable.
3. Develop and maintain a social media content calendar that includes gathering media support and writing caption copy that is clear, informative, excellent, and encouraging.
4. Recruit and lead a social media volunteer team that serves the audience of each platform by providing useful, timely information.
5. Identify and develop new digital marketing channels for the church.
6. Monitor content on each social media platform to ensure that each one is getting largest reach possible.
7. Create a culture that encourages sharing on social media amongst both the church staff and congregation.
8. Advise church leadership on best practices when using social media.
9. Create, maintain, and inform staff of social media policies.
10. Design and conduct staff and volunteer social media training.

11. Maintain the username and passwords for the church's social media platforms along with who has access to them.
12. Provide church leadership with monthly updates on social media metrics.
13. Consistently create, manage, and improve content for each social media platform.

Strengths & Skillset

1. A growing relationship with Jesus and a heart for the local church.
2. A love for social media and a passion for cultivating engagement with the people of our community and beyond.
3. Ability to work quickly and within deadlines.
4. Relates well to others, builds effective relationships, and communicates efficiently.
5. Rockstar proofreading skills.
6. Strong project management and strategy development skills.
7. Excellent written and verbal communication skills.

Your Team

This position reports to the Connections Director.

Key Performance Indicators

The strategy of the ministries that the Social Media Manager leads reflect the overall growth strategy of the church:

1. Develop a social media team around you.
2. Capture authentic and high quality media from Sunday services and events.
3. Grow our online presence to reach more of the lost in our community.

Personal Responsibilities

While not specifically related to the job, here are some personal responsibilities of everyone on staff at One City.

- Maintain God-ordained priorities in your life by putting Jesus Christ first, your spouse second, your children third and the ministry fourth.
- Be loyal to the vision and staff of One City and always protect the unity of the church.
- Demonstrate a Christ-like attitude through all interactions with congregation, staff, and volunteers.
- Invest and invite the lost to know Jesus and come to One City.

Your Schedule

This is a volunteer position with the potential to move into a paid position.