

Job Description for Christ Church

7600 Ox Road • Fairfax Station, Virginia 22039

www.christchurchva.org

TITLE: Digital Communications Leader

FLSA Status: Part-time, non-exempt

LAST UPDATED: July 2021

Position Overview

The Digital Communications Leader is enthusiastic about Christ Church's mission to Love God, Love Others and Live Out the Gospel Life. This position will research, establish and maintain a new website, representing the "front door" of Christ Church. Once the website is established, this position will also build strong online communities through our various social media platforms while representing our mission. This position is responsible for capturing media needs and creating original social media content that is relevant, engaging and timely, designed to create an interactive relationship between social media users and Christ Church. The Digital Communications Leader suggests creative ways to attract more visitors, provides social media best practices for Christ Church, and collects, analyzes and reports on social media data to develop more effective strategies for engagement. This position also formats and sends the weekly update newsletter to our community.

Responsibilities:

- Lead a team to identify and develop a new website platform which represents the "front door" to Christ Church
- Maintain and update content on new website platform to keep information current
- Create, edit and publish consistent, relevant content that creates meaningful moments of connection for our online community through multiple social media platforms, currently Facebook, Instagram and Twitter
- Create a weekly, monthly, quarterly and annual content schedule for social media platforms
- Use social media tools, i.e., Hootsuite and Facebook Scheduling, to schedule posts in advance
- Be available to respond to inquiries and conversations on all social media channels
- Monitor effective benchmarks/analytics for measuring the impact of social media programs, analyze, review and report on effectiveness, and provide recommendations to maximize results
- Develop strategies for staying current with trends of content delivery and the how/why people are captivated/motivated, implement changes that drive towards engagement
- Understand and effectively utilize Facebook and Instagram advertising that leads to engagement of followers and ultimately leads to visitors
- Collect, organize and edit photos and videos for use in social media posts
- Participate in church-wide events and activities to collect content for posting
- Develop and manage a team of volunteers to assist in photography for campus specific social media and acquiring stories
- Provide training and assist ministry departments with social media needs
- Format weekly newsletter to our community using Constant Contact
- Provide occasional support to lead graphic designer

Required qualifications and skills:

- Desire and passion to serve Christ with a servants heart
- Bachelor's or Associate's degree in Social Media, Marketing, Communications or related field preferred
- Knowledge of choosing a website platform and website content maintenance
- Minimum 1 year experience as Social Media Coordinator or similar role
- Experience in promoting a brand or organization with social media (including Facebook, Instagram and Twitter)
- Strong understanding of the operation of Facebook, Instagram and Twitter, the various platform algorithms and the Facebook advertising platform
- Experience managing social media campaigns
- Understanding of social media KPI and metrics
- Excellent written and verbal communication skills
- Writing and copy-editing experience
- Ability to find concise ways to tell a story and/or provide information
- Strong organizational skills, attention to detail and accuracy
- Strong critical thinking and problem solving skills
- Excellent time management, with the ability to prioritize responsibilities while managing multiple projects simultaneously and meeting deadlines
- Ability to anticipate needs and requirements
- Works well with a team as well as works independently with minimal supervision
- Collaborative, flexible and goal-driven personality
- Experience and knowledge of Office 365, Adobe Suite (with knowledge of Photoshop preferred), and Canva
- Ability to work in a Mac environment
- Willingness to work occasional evenings or weekends, as needed
- Knowledge of Constant Contact a plus
- Photography experience a plus
- Work experience in a church environment a plus