

JOB DESCRIPTION
SOCIAL MEDIA STRATEGIST/
DIGITAL STORYTELLER

Family Life seeks a Social Media Strategist/Digital Storyteller to help the ministry build relationships across multiple social media platforms while impacting lives with the message of hope found in Jesus Christ. Qualified candidates must have previous Social Media Strategy and Digital Storytelling experience in a professional environment, knowledge of current and changing social media trends, and an understanding of the nuances between various social media platforms along with excellent organizational and creative skills. The individual chosen will be responsible for planning, organizing, and executing multiple social media initiatives while working with other creatives in a small team setting.

JOB RESPONSIBILITIES

- Create, plan, organize, and maintain a social media calendar filled with Family Life content (at the very least - one post every day on all platforms)
- Strategizing and coming up with new initiatives that will utilize Family Life's talents, giftings, and abilities
- Having exemplary communication and interpersonal skills; written communication, organizational, project management, and time management skills
- Writing content for social media posts that align with Family Life's core values, principles, and statement of faith
- Coming up with new ideas that will help Family Life reach more individuals
- Creating demographic and post analysis to develop reports for management
- Manage Facebook, Instagram, Twitter, and YouTube accounts
- Increasing reach and engagement with listeners and supporters

- Setting up Facebook and Instagram ads to help advertise content
- Promoting and advertising events through social media platforms
- Responding to comments and messages through social media platforms
- Able to work in a small team
- Strategize, organize, and schedule email marketing campaigns in Mailchimp
- Reports to Creative Services & Marketing Director

THE IDEAL CANDIDATE

- Understands the differences between each social media platform and how they are utilized
- Recognizes the unique potential of each platform to build long-term relationships
- Exemplary writing, organizational, and communication skills
- Able to interpret and present analytics and develop new ways to overcome growth challenges
- Proficient knowledge in Facebook, Instagram, Twitter, Pinterest, and YouTube
- Knowledge of Adobe Creative Suite Programs (Photoshop, Illustrator, Premiere Pro, InDesign)
- Proficient in usage of Canon camera systems
- Knowledge in new social media trends (keeping up to date)
- Knowledge in Content Management Systems such as Asana, Facebook Business Suite, Mailchimp, etc.