

Ministry Social Media Manager

CrossLife Church is a growing, dynamic group of people of all ages who are interested in connecting through uplifting worship, practical Bible study, and active involvement in community service.

Scope of Position

- Member of the Technical Arts Ministry; reports directly to the Technical Director.
- Lives and breathes social media and digital marketing for the church.
- Develop, implement, track, and optimize social media strategies across the CrossLife's social media and digital marketing platforms.

Responsibilities

- Increases the number of CrossLife followers, engages and retains them, and helps convert them into prospective church visitors and members.
- Uses best practices and trends in social media marketing.
- Creates comprehensive and integrated digital marketing strategies on multiple social media channels that engage CrossLife's audience and contribute to success of growth goals.
- Develops complex targeted media campaigns and executes the day-to-day management.
- Conducts research and leverages social listening tools to understand the current and potential church audience and develop appropriate strategies.
- Collaborates with CrossLife team members to integrate social media campaigns into other marketing efforts.
- Evaluates social media efforts to determine past performance and set benchmarks for future efforts.
- Collaborates with design and content teams to develop creative concepts and campaigns that attract and engage.
- Establishes and manages social media calendar, library and tool to communicate results.
- Identifies trends and insights, and optimizes spend and performance based on the insights.
- Analyzes and evaluates end-to-end audience experiences across multiple channels and customer touch points.
- Brainstorms new and creative growth strategies and campaign ideas that engage our community and sets us apart.
- Serves as the project manager for social media and digital marketing programs, ensuring that plan deliverables, as well as the overall campaign, are created on time and on budget.
- Evaluates emerging technologies. Provides thought leadership and perspective for adoption where appropriate.

Qualifications / Personal Characteristics

- Bachelor's Degree in Communications, Marketing, Journalism or related field.
- 2+ years experience in social media, marketing and communications.
- Well-developed PC/MAC skills to include MS Office, particularly Excel and PowerPoint; Adobe Creative Cloud is a plus.
- Enjoys being creative and understands how to build and convert a digital audience.
- Proven history of successfully managing social media campaigns.
- Well-developed experience developing social media presence for company on a variety of platforms, such as Facebook, Twitter, YouTube, Instagram, LinkedIn, etc.
- Exceptional storytelling, brand voice, brand writing and social marketing skills with proven ability to develop content that travels. Ideally has good portfolio of content developed with partners and influencers.
- Ability to identify and capitalize on trends, cultural moments, human insights and experience in operating autonomously.
- Must possess high sense of urgency, with the ability to work within tight deadlines, manage multiple projects, adjust to changes in priorities, and balance short-term needs with long-term strategic initiatives.
- Excellent written and verbal communication skills.
- Strong presentation skills and confident, effective communicator.

Compensation

- \$13,000/ year; part-time, salaried position

Building lives that matter by leading people into a growing relationship with Christ.