

JOB TITLE | Social Media Lead

MINISTRY | Communications

REPORTS TO | Senior Digital and Social Lead

STATUS | Full Time | Hourly Position

SUMMARY OF CONTRIBUTION

- This role requires a driven Social Media Lead to devise and execute social media strategies and content supporting events, ministries, and organizational goals. The ideal candidate is detail-oriented, with a flair for crafting engaging content that resonates with our diverse church community.

RESPONSIBILITIES

- Develop social strategies for all of Discovery Church's social media platforms, ensuring a consistent and engaging presence across Facebook, Instagram, YouTube, and other emerging media platforms.
- Manage the Discovery Church social media platforms, making strategic decisions that support both the church's mission and the expansion of its digital footprint.
- Develop and maintain a social calendar for all owned digital/social/content platforms, ensuring it aligns with the church's objectives and initiatives.
- Collaborate across all church departments to integrate and harmonize social strategy, ensuring a cohesive and unified message.
- Work closely with the Comm team to conceptualize and plan original content that resonates with the church's audience and supports its mission.
- Attend Discovery Church events, including services, events, and other church-related activities, to ensure comprehensive coverage.
- Create and share engaging daily content, including text, images, and videos that help bring the Discovery Church story to life.
- Implement reporting, analytics framework to assess social media performance.
- Lead community management; ensure welcoming online presence.
- Partner with Worship Arts, Production teams for content; enhance social media engagement.
- Perform other related tasks as assigned, contributing to the church's overall mission and objectives through effective social media management and strategy development.

REQUIREMENTS

- Proven experience in social media management and content creation.
- Strong analytical skills with experience in social media analytics.
- Excellent communication and community management abilities.
- Experience collaborating with creative teams for content generation.
- Ability to align social media strategy with organizational goals.
- Ability to work on campus with flexible schedule.

EXPERIENCE DESIRED

- Bachelor's Degree in Marketing, Advertising, Communications or Relevant field preferred
- 3-5+ years' experience working in social, and or digital communications
- Demonstrated experience in managing digital content and social media.
- Proven ability to lead a team and work under pressure.
- Experience in church or faith-based organization communications is a plus.

BENEFIT PACKAGE

We offer benefit package that is competitive with current market value based on the position hired for and an applicant's experience and education.

BRIEF

We are looking for an individual that displays the competencies above but also exudes high character. This individual holds themselves to a biblical standard that is above reproach and honors God in their words and actions. They work to achieve and maintain a high degree of chemistry with all they interact with.