

**JOB TITLE** | Social Media Lead

**MINISTRY** | Communications

**REPORTS TO** | Sr. Digital and Social Lead

**STATUS** | Full-Time Hourly

## SUMMARY OF CONTRIBUTION

This role requires a strategic and visionary Social Media Lead to design, implement, and oversee social media strategies that support events, ministries, and organizational goals. The ideal candidate combines creativity with leadership skills, demonstrating an ability to inspire teams, build community engagement, and craft content that resonates with a diverse church audience. This role is central to advancing Discovery Church's overall digital presence and mission across all social media platforms.

## PRIMARY LEADERSHIP RESPONSIBILITIES

### Strategic Leadership & Planning

- Lead the development and execution of holistic social media strategies across all Discovery Church platforms (Facebook, Instagram, YouTube, and emerging media), ensuring alignment with organizational goals.
- Provide strategic direction for Discovery Church's social media presence, balancing mission-driven content with growth-focused digital initiatives across all platforms (not limited to a single account or ministry).
- Develop and maintain a dynamic social media content calendar, ensuring campaigns are timely, consistent, and aligned with church objectives.
- Collaborate cross-departmentally to integrate social strategies, ensuring a unified and coherent brand message across ministries and initiatives.
- Advise leadership on social media trends, emerging technologies, and innovative approaches to audience engagement.

### Content & Engagement Leadership

- Conceptualize and oversee the creation of original, compelling content that reflects the heart of the church and engages the community.
- Capture and produce high-quality photo and video content, including editing and post-production for social media use.
- Attend church events, services, and activities to ensure authentic coverage and storytelling through social media.

### Content & Engagement Leadership continued...

- Lead content teams and partner with Worship Arts and Production teams to produce high-quality multimedia that enhances engagement and digital reach.
- Manage online community interactions to foster a welcoming, inclusive, and interactive online presence.

### Analysis & Optimization

- Implement robust analytics and reporting frameworks to measure, assess, and optimize social media performance and community engagement.
- Utilize insights to inform content strategy, increase reach, and drive meaningful engagement.
- Continuously research best practices and emerging trends to position Discovery Church as a leader in faith-based digital engagement.

### Leadership & Team Development

- Lead, mentor, and inspire a social media and content team, fostering professional growth and high performance.
- Provide clear guidance on best practices, brand standards, and strategic priorities.
- Contribute to organizational goals through proactive planning, problem-solving, and innovative digital strategies.

### Other Duties

- Perform additional tasks as assigned that contribute to Discovery Church's mission and strategic vision.

## EXPERIENCE REQUIRED

- Bachelor's Degree in Marketing, Advertising, Communications, or a relevant field preferred.
- 4+ years of experience in social media, digital communications, or a related field.
- Demonstrated experience in managing digital content, leading campaigns, and growing online communities.
- Proven ability to lead teams, manage multiple priorities, and perform under pressure.
- Experience in church or faith-based organization communications is a plus.
- A track record of developing innovative strategies that grow engagement and enhance brand presence.

## ADDITIONAL REQUIREMENTS:

- Proven experience in social media strategy, management, and content creation.
- Demonstrated experience in photography, videography, and editing for social media content.
- Strong analytical skills and experience using social media metrics to drive strategy.
- Excellent communication, leadership, and community management abilities.
- Experience collaborating with creative teams to conceptualize and deliver high-impact content.
- Ability to align social media strategies with broader organizational goals.
- Ability to work **on-site** with a flexible schedule and attend events as needed.