

## JOB DESCRIPTION

**Job Title:** Social Media Director

**Department:** Creative

**Time Required:** At least 6 hours a week

**Level:** Part Time

**Date Prepared:** 12/20/2017

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### **I. Purpose of the Job:**

The Social Media Director's purpose is to help CityGate Church improve the organization's communication efforts and social media impact internally and externally. He/she will be responsible for initiating and managing social media strategies and timelines for services, departments, special events, and conferences. He/she will also be responsible for finding and moderating stories of life change to share on video and social media.

### **II. Experience and Knowledge Required:**

- Experience promoting a brand or organization with social media (including Instagram, Facebook, and Twitter)
- Writing and editing experience - Photoshop
- Experience managing volunteers
- General knowledge of design concepts with a pulse for current trends and techniques
- Ability to manage multiple projects simultaneously while meeting deadlines
- Ability to work as a team player and discuss needs, challenges and ideas
- Ability to think ahead, anticipate needs and offer creative solutions
- Excellent written and verbal communication skills

### **III. Essential Functions and Responsibilities:**

- Liaising between technologies and creative teams about marketing strategies
- Understand the CityGate brand and support it and improve it through all social media
- Managing a Dream Team of volunteers to assist in photography for social media and acquiring stories.
- Connect with departments about potential stories of life change
- Stay current on social media trends
- Create timelines for social media messaging
- Participate in church wide events
- Other duties as assigned

### **I. Other Duties and Responsibilities**

- Manage projects, organize tasks, and prioritize workload
- Communicate project progress with ministry departments
- All other duties as assigned

**IV. Employee possess and exhibit the following core values in their daily lives:**

- Love for God
- Love for People
- Work Ethic that is excellent, protective and frugal with time and money
- Attitude of a servant, enjoyable to be with and devoted to the call of God and the Church
- Life-giving attitude
- Loyal, heart of a servant
- Must be committed to the vision of CityGate Church to fulfill the Great Commission with integrity and passion
- High-capacity, multi-tasking individual who is comfortable working independently without constant supervision
- Strong written/oral communication and interpersonal skills
- Highly self-motivated and directed

**V. Extent of Public Contact**

- Routine contact with technology departments
- Routine contact with church members and guests
- Routine contact with CityGate Pastors, Full and Part-time staff and Dream Team Members

**VI. Supervisory Responsibilities**

- Develop and give creative direction to Social Media team