

Job Description and Qualifications

Job Title:	Social Media Assistant – Communications
Department:	Communications
Classification:	Hourly, Non-Exempt (eligible for overtime)
Position Schedule:	Part-Time (20 hours per week)
Reports To:	Director of Digital Outreach
Supervises:	None
Last Revised:	September 2021

PURPOSE

The Social Media Assistant will work with the Director of Digital Outreach to create engaging content for Chapel Hill Church's social media presence, including keeping social media channels updated and brand-focused.

PRIMARY DUTIES

- Executes Chapel Hill's vision and calendar for digital and social media channels, including Facebook, Instagram, YouTube and our app
- Creates dynamic written and graphic content
- Optimizes content following search engine optimization (SEO)
- Creates content that promotes audience interaction, increases audience presence on Chapel Hill sites, and encourages audience participation
- Analyses and reports audience information and demographics, and success of existing social media projects
- Proposes new ideas and concepts for social media content
- Works with digital media team members to coordinate ad campaigns with social media strategy
- Manages social media communications
- Uses timelines and scheduled content to create a consistent stream of new content for audience interaction while analyzing, managing, and altering schedules where necessary to optimize visits

EDUCATION AND EXPERIENCE

- High school diploma or GED required; background and familiarity with communications and marketing desired but not required

KNOWLEDGE, SKILLS, AND ABILITIES

- Growing and personal relationship with Jesus Christ, commitment to serve, and teachable, caring, collegial, and compassionate spirit
- Excellent knowledge of social media platforms such as Facebook and Instagram
- Good knowledge of search engine optimization (SEO) and/or willingness to learn
- Graphic design and writing skills

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- Analytical skills
- Excellent communication skills
- Eagerness to learn about new innovations and software
- Excellent time management skills
- Ability to work collaboratively and cross functionally as part of a team
- Ability to work independently with minimal oversight

All employees are required to pass a criminal background check prior to start of employment.

All employees must understand that they are a part of a Christian church and that their employment is a God-ordained vocation. In this regard, employees must fully support and live consistently and in accordance with any Statement of Faith and Christian standards of living as may be set forth in the church's employee handbook.