

# Creative.Church

## Social Media Manager

Creative Church is a multi-campus church located in the Greater Twin Cities, Minnesota area, led by Pastor Jonathan and Joanne Brozozog. Creative Church has continued to grow as one of the most diverse churches in the area over the past 17 years and were recently listed as the 24th fastest growing church in America by Outreach Magazine. As we grow, God gives more opportunities for expanding our team, and we are looking for talented, called and dedicated leaders like you to join us in this journey.

Please submit all resumes to [andrew@creativechurch.com](mailto:andrew@creativechurch.com) with the position title in the subject line. Thank you.

### Position Description:

The Social Media Manager is responsible to run social media for church and associated ministries, across all platforms with goals for marketing growth and success, current trends, as well as taking leadership for a volunteer team of photographers, videographers, graphic designers, and oversee the production of content. This team member is focused on content creation, copywriting, social media mapping and execution, and creative asset language that supports the organization overall. The ideal candidate is passionate about church, powerful storytelling, and championing the vision of many ministries and priorities of this house. This team member is driven by a desire to create and share excellent church-related content that can have an immediate and far-reaching impact through Creative Church's social media accounts and other channels.

### Position Details:

- Position Type: Full Time
- Hours Per Week: 40+ Hours
- Reports to: Communications Director

### Essential Duties & Responsibilities:

#### Leadership Oversight

- Set up and optimize ministry pages within the local church to increase visibility and traffic of the ministry's social content

- Build the necessary volunteer teams to produce weekly content in the areas of social media, video, photography, graphic design and email communications
- Manage all social media platforms (Instagram, Youtube, Facebook, etc) for
  - Creative Church (main + each campus)
  - Young & Creative
  - Creative Academy
  - Creative Kids
  - Jonathan Brozozog Ministries
  - Creative Internship
  - Small Groups
  - Various Occasional Outreach Projects (i.e. Free Food For Kids)
- Work with subcontractors for video, photography for special events and content creation, and oversee the execution of those projects.
- Recruit, train and onboard new team volunteers to help with your team
- Establish effective and fully rostered schedule for each service/special event for photographers and social media team
- Develop regular mass email, and targeted email communications for marketing and internal communications
- Oversee the publishing of sermons and sermon clips on social media platforms and the church app.
- Update the calendar of events on the app and all channels in which events are being promoted
- Develop a small scale video production (shooting, editing, and equipment management) process for smaller project videos for church content
- Oversee the management and upgrading of inventory of equipment as well as budgeting
- Start to manage all paid online advertising strategies and budgets
- Create weekly shot-lists for all photographers
- Manage the regular routine of weekly content creation and posts on social media (i.e. sermon clips, quotes, announcements, event story/reels, etc.)
- Assist with mass text routines for church communications
- Partner with each department director and senior leaders to learn all updated calendar and communications focuses, and implement strategies

- Oversee the statistical analysis and growth strategies for Creative Church's online reach and engagement for church online, youtube, facebook, instagram, email marketing
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Work with leadership to help develop, establish and maintain annual marketing strategies to meet ministry objectives
- Member care: monitor and respond to comments, engage fans and followers in conversation, and provide customer service as needed.

#### Direct Ministry Oversight

- Overseeing the Photography team, and collaborating with the Graphic Designers

#### Qualifications & Skills:

- Mature and ongoing personal relationship with Jesus Christ.
- Ability to fully embrace the vision, values & statement of faith of Creative Church.
- Must be able to maintain confidentiality and exercise discretion.
- Ability to work in a team and or independent professional manner.
- Manage time and schedules well, and meet deadlines consistently.
- Capable of handling several tasks at once with thorough follow through.
- Knowledge of marketing concepts, terms and strategies.
- Demonstrable social networking experience and social analytics tools knowledge
- Keen attention to detail when proofreading, copyediting, and fact-checking
- Ability to take and upload digital photos. Photography and/or design experience is a plus.