

## **SOCIAL MEDIA MANAGER (COMMUNICATIONS DEPARTMENT)**

### **Position Objective**

To provide content, planning, layouts and direction to the social media outlets of Passion Church.

### **Position Description**

The social media manager will work closely with the Communications Director and key leaders in the church to develop and manage all social media outlets of Passion Church.

### **Qualifications/Abilities**

- Commitment to the mission, vision, and worship philosophies of Passion church.
- Demonstrated some level of skill as a photographer, photo editor, social media influencer.
- Familiar with Instagram, Facebook, Twitter, YouTube
- Skilled in organization, administration, and interpersonal relationships.
- A self-starter
- A team player with a positive attitude.

### **Responsibilities:**

- Work alongside the Communications Director, photographers and videographers to collect and create content to communicate via social media
- Oversee the staffing and scheduling of all positions for the social media team to capture live events, stories, and more
- Seek out training and best practices from other social media influencers and other churches
- Set quarterly/annual goals for the photography ministry that are in line with our vision and then evaluate how those goals were attained or modified during the year.

### **Quantifiable Goals:**

#### Social Media Reach

- Grow Followers by 10% annually on Instagram
- Post Twice Daily on Facebook and Instagram
- Post Instagram Stories at every service and major event
- Grow our YouTube reach by 20% annually

#### Internship

- TARGET: Recruit 4 Interns for Fall 2020
- STRETCH: Recruit 20 Interns for Fall 2020
- Three Options Each for Asst Social Media Lead by Dec 2019