



Social Media Editor

Job Description

Position Summary

World Outreach Church is seeking a creative and digitally-savvy Social Media Editor to craft compelling, platform-optimized video content for the World Outreach Church and Allen Jackson Ministries social media channels. This role will focus on producing engaging short-form and long-form videos tailored for platforms like Instagram, Facebook, X, YouTube, etc. Ideal candidates will be passionate about storytelling, digital trends, and advancing the mission of the church through impactful visual content. This position reports to the Social Media Manager.

Who We Are

We strive for excellence in every area of ministry.

World Outreach Church is an interdenominational congregation of over 15,000 congregants in Murfreesboro, Tennessee. It began over 40 years ago with less than 30 people and has been under the leadership of Pastor Allen Jackson since 1989. Through our in-person services, gatherings, and events, as well as the use of online streaming, television, radio, podcasts, and other resources; our mission is to help people become more fully devoted followers of Jesus Christ. Learn more at wochurch.org and allenjackson.com.

Job Duties & Responsibilities

- Capture and edit dynamic video content for social media audiences across all World Outreach Church brands.
- Produce short-form videos (reels, stories, clips, etc.) optimized for each platform's format and best practices.
- Collaborate with the social media, communications, and production teams to develop visual content strategies that reflect the church's mission and tone.

- Assist with content planning, creative brainstorming, and campaign development for digital platforms.
- Manage and organize media assets, including editing project files, footage, and final content delivery for multiple channels.
- Ensure all content meets brand, quality, and technical standards before publishing.

Additional Responsibilities (As Needed)

- Support in filming and capturing behind-the-scenes or live event content for digital storytelling.
- Monitor trends and engagement analytics to inform future content creation.
- Contribute to team meetings, creative sessions, and social media strategy discussions.
- Engage with World Outreach Church congregational life and events, when appropriate.
- Take on other assignments, as directed by leadership.

Job Skills & Requirements

- Proficiency in Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop) and DaVinci Resolve.
- Knowledge of video formatting, compression, and optimization for mobile and social platforms
- Strong understanding of social media trends, audience behaviors, and best practices across Instagram, X, Facebook, YouTube, and emerging platforms
- Experience with post-production audio editing, sound design, and basic color correction
- Demonstrated ability to take initiative, and follow direction
- Ability to work independently and manage multiple projects on tight deadlines
- Committed to ongoing skill development and professional growth
- Excellent organizational and problem-solving skills with a strong attention to detail
- A team-oriented attitude with a collaborative spirit and a passion for sharing faith through creative content
- Able to maintain confidentiality and uphold professional standards
- Able to sit for prolonged periods of time, lift and carry up to 25 pounds; quickly maneuver to set up and use media equipment; bend, stoop and squat as needed

- Willingness to work weekends and events as needed
- Regular and timely in-office attendance required

Terms

Regular, Full-Time, Ministerial Exception