



Social Media Specialist

Job Description

Position Summary

The Social Media Specialist is primarily responsible for supporting the social media needs of the Communications Ministry Team, as well as the core beliefs and values of World Outreach Church, through message creation, scheduling, and content moderation. This position works closely with the Social Media Manager. The needs of the church are dynamic, but the following points describe the current primary functions of this position. 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

- Responsible for supporting all social media platforms for World Outreach Church & Allen Jackson Ministries including scheduling, content moderation, responding to comments & private messages, gathering/creating content, managing the church's Facebook groups, and other needs as they arise.
- Helping to organize task lists for content creators.

- Working with the Social Media Manager to ensure that church-wide communications are promoted.
- Helping to continually increase engagement on all platforms.
- Assisting in researching and forming new strategies to increase effectiveness.
- Tracking analytics for key performance indicators (KPI).
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- Moderating chat for online services on a team rotation. Includes weekend and evening responsibilities.
- Attending weekend services for live content creation and uploading.
- Attends all necessary and/or required meetings.
- This job description may be revised at the discretion of the immediate supervisor.

Job Skills & Requirements

- Working knowledge of META Business suite, and YouTube Studio.
- Working knowledge of a Windows/PC environment
- Willingness to learn new skills for development on an ongoing basis
- Weekend availability as assigned
- Bachelor degree or equivalent experience and knowledge
- Ability to multi-task
- Willing to contribute to a harmonious team effort
- Ability to recognize and maintain confidentiality of information as appropriate
- Strong organization, verbal communication, and problem solving skills
- Takes direction well
- Works independently with little or no supervision
- Self-starting and proactive
- Has the ability to adapt quickly and effectively in time sensitive situations
- Regular, timely attendance

Terms

Regular, Full-Time, Ministerial Exception