

Position: Next Gen Social Media Specialist

Primary supervisor: Digital Media Director

Job Location: Central Offices Position Type: Part-time



Summary of Position: The Next-Gen Social Media Specialist is responsible for overseeing the Biltmore Kids, Biltmore Students, and Biltmore College social content. This includes working closely with both the Biltmore Church Creative Team, Biltmore Kids Team, and Biltmore Student team on a regular basis to create thriving and engaging social media content, and working with the Digital Media Director to develop the Biltmore Church social media strategy and plan/create social media content for various platforms.

Essential Qualities and Qualifications:

- A personal and active relationship with Jesus Christ modeled by a commitment to supporting the vision, leadership, and theology of Biltmore Church
- An expressed passion and calling for serving Jesus in a Kingdom-minded, fast-paced, local church setting
- Active involvement in a weekly Connect Group with Biltmore Church is encouraged
- Strong proficiency and knowledge of social media platforms, trends, and analytics
- Proficient in computer skills, including Microsoft Word, Excel, Outlook, and Google Drive
- Excellent grammar, spelling, and vocabulary is required
- Proactive and effective communicator in person, on the phone, and by email/text
- Creative and detail-oriented
- Ability to create excellent social media content across various platforms
- Experience in Adobe Creative Cloud is preferred but not required

Essential Responsibilities:

- Ensure that the people on Biltmore Church digital platforms are seen, cared for, valued, and ministered to through our engagement with them and the content we put out.
- Develop and implement a strategy for digital ministry within the Biltmore Kids and Biltmore Students channels.
- Collaborate as needed with the Digital Media Director to plan, manage, and organize the Biltmore Church social media schedule across various platforms.
- Oversee the creation of social media posts and stories on Biltmore Kids and Biltmore Students channels.
- Research and strategize social media platforms and trends
- Help as needed to develop and maintain the Biltmore Church voice on social media platforms.
- Work with the Digital Media Director to:
 - Assist in recruiting and training a team of volunteers to engage and interact with others on Social Media.
 - Meeting regularly with social media volunteers to shepherd, develop, and care for them.
- Participate as an active member of the Biltmore Church Creative team to develop ideas, receiving/providing feedback, and participating in all team meetings and projects.
- Collaborate with other Creative Team members to design and create social media images and/or videos and ensure that all content follows a consistent visual identity across all platforms and materials.
- Once a month, tweak designated hours to serve as a backup to take on-call shifts to answer and respond to comments/questions after office hours and on weekends.
- Other duties as assigned by the Digital Media Director.