

Position: Social Media Specialist

Primary supervisor: Digital Media Director

Job Location: Central Offices Position Type: Part-time



Summary of Position: The Social Media Specialist is responsible for being part of the digital ministry of Biltmore Church across all social media and digital platforms. This specifically includes responding and engaging with comments, direct messages, web contact forms, and emails, assisting in the creation and implementation of digital marketing plans for other ministries, 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 needed
- Proactive and effective communicator in person, on the phone, and by email/text
- Highly organized and detail-oriented

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 posted.
- Help develop and implement a strategy for digital ministry within various Biltmore Church Facebook groups.
- Collaborate with the Digital Media Director to plan, manage, and organize the Biltmore Church social media schedules across various platforms.
- Oversee engagement with comments, direct messages, emails, etc. for Biltmore Church platforms.
- Work with other ministries and departments to ensure proper engagement with comments and direct messages on their specific social media platforms and Facebook groups.
- Oversee the development and implementation of digital marketing plans for the church and other ministries and departments.
- Help form 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.
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- Perform other duties as assigned.
- 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.
- Coordinate social media advertising and promotion across platforms.
- 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.