

GRANT MEMORIAL BAPTIST CHURCH INC.

877 Wilkes Ave Winnipeg, MB R3P 1B8

Job Description

Report To: Communications Manager, Creative Communications

Job Title: Social Media Specialist

Job Summary:

The *Social Media Specialist* works as a member of the Creative Communications Team to promote Grant Memorial Church through its various social media channels. This position is responsible to grow our followers and drive engagement.

In cooperation with the Communications Manager, the Social Media Specialist will provide relevant content daily on social media while tracking metrics and monitoring relevant conversations, and will develop a culture that encourages sharing on social media amongst staff, key volunteers, and church members.

The specialist should have command of best practices and trends in social media, enjoy being creative, and understand how to build a digital audience.

Time Requirements: .80 FTE

General office hours are 8:30 to 4:30 Monday to Friday.

This position: Sunday: 8:30 a.m. – 1:00 p.m.; Monday – Thursday: 8:30 a.m. – 3:30 p.m. (some alternate hours evenings and weekends).

Responsibilities:

The Social Media Specialist works collaboratively with the communication team and church-wide ministries to build the church's social media profiles and presence, including Facebook, Twitter, Instagram, You Version, Vimeo, YouTube, Google+, and emerging channels.

- Create shareable content appropriate for specific networks to both spread our brand and our content and links
- Produce editorial calendars and syndication schedules
- Collaborate with ministry leaders to develop a team of social media volunteers (children's ministry, youth ministry, young adults, men's ministry, women's ministry, worship ministry, small group ministry, world mission, guest services)
- Optimize ministry department pages within each platform to increase the visibility of the church's social content
- Run regular social promotions and campaigns and track their success
- Develop social media guidelines, and advise staff and volunteers on best practices
- Conduct staff and volunteer social media training to ensure best practices are being followed; provide additional training as needed for new staff/volunteers and special events
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information

Qualifications:

- Strong interpersonal skills and the ability to effectively communicate with a wide range of individuals and constituencies in a diverse community
- Excellent photography skills using digital equipment; competency in Photoshop
- Detail-oriented; editing, writing, punctuation and proofreading skills necessary
- Bonus experience and skills include social analytics tools, and Adobe Creative Suite with an understanding of design layouts for digital devices
- Bachelor's degree in communications, journalism, or marketing would be an asset

Requirements:

- Active and well-rounded personal presence on social media, with a command of each network and their best practices
- Excellent writing and communication skills
- Fluency in English

Staff at Grant Memorial Baptist Church/Linden Christian School exemplify:

- A sincere love for the Lord evidenced by lifestyle
- Regular attendance at weekly services
- Commitment to a small group
- Faithfulness in tithing
- Adherence to Doctrinal Statement of Faith, Core Beliefs & Lifestyle Commitment

Other:

- Attend weekly staff prayer meetings and general staff meetings
- Be available for other areas to support the successful ministry of the school and church
- Be able to interact with others and demonstrate the values of GMBC/LCS
- Be available as opportunity arises to share faith, Bible scriptures and principles based on the Statement of Faith, Core Beliefs and Lifestyle Commitment, to pray with individuals and to actively communicate a belief in the Lord Jesus Christ

Disclaimer:

- The above statements are intended to describe the general nature and level of work being performed by personnel assigned to this position. They are not to be construed as an exhaustive list of all responsibilities, duties and skills required of the personnel. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

To Apply:

Please send the following attachments to humanresources@grantmemorial.mb.ca or by mail post to: Grant Memorial Baptist Church, 877 Wilkes Avenue, Winnipeg, Manitoba, R3P 1B8.

1. Resume
2. Cover letter
3. One pastoral reference
4. Please use 'GMBC Social Media Specialist' in the subject line of the email.

The applicants following the above requirements will be considered for this position.

Closing date: When position filled.