

Social Media Specialist

Job Description

Position Title: Social Media Specialist **Reports to:** Office Manager, Head of Staff

12 -15 hours weekly, must be available for scheduled day and evening meetings

Position Summary:

The social media specialist is responsible for creating social media campaigns and the day-to-day management of all of the platforms for Knox Church social media. Your knowledge, commitment and passion for social media as a communications tool will result in the implementation and improvement of social media best practices across all social media channels. You must be skilled in analyzing the effectiveness of each platforms by reviewing page and campaign performance In order to improve our members' engagement and determine the best practices for Knox Church.

Social Media Specialist Key Duties & Responsibilities:

- Develop social media content plans that are consistent with our philosophy and Knox identity.
- Create consistent, meaningful content on all social media platforms, including writing and editing social media posts, improving customer engagement, and promoting social media campaigns.
- Monitor content and reply using social media as appropriate
- Manage daily social media posts on Facebook and Instagram highlighting prayers, upcoming events and a variety of missions and councils, align projects with Knox church calendar.
- Provide an analysis of Knox potential use of a Twitter account.
- Communicate with social media followers, including responding to queries in a timely manner.
- Attend training programs and online webinars in order to stay up to date on best practices and emerging trends in social media and how to engage our congregation in effective Bible studies and other online events.
- Use analytical tools such as Google Analytics, Hootsuite Pro, and Facebook Insights to monitor and evaluate the company's social media presence and performance.
- Prepare monthly reports providing analytics on all platforms & report to appropriate councils
- Suggest recommendations to adjust the social media marketing strategy for optimal results.
- Perform other duties when needed.

Social Media Specialist Education Requirements:

Bachelor's degree in journalism, communications, marketing, or a related field preferred. Three or more years of social media experience including planning and managing content. Excellent written and verbal communication skills and must have a thorough understanding of social media management and strategy. Experience using various analytics software.

Working knowledge of HTML and CSS and Google products

Multi-tasking and time-management skills, with the ability to prioritize tasks.