



Job Description

Position Title: Social Media Manager

Reports to: Marketing Director and VP for Sales, Marketing, and Communication

Status: Hourly, Non-Exempt

Essential Functions

In response to the importance of connection and multi-media advertising, the essential function of this position is to seize upon opportunities to engage and expand our audience through use of social media. Dedicated focus in this area is also essential to create new sales and leads for our programs, activate our donor base, and to continually communicate to our networks. A major function of this role will be to also monitor and respond to public relations opportunities that arise.

Essential Duties

Marketing, Design, and Content Creation

- Coordinate social media and email strategy with Marketing Director and Vice President for Sales, Marketing, and Communication.
- Create, curate, and manage all social media related published content (images, video and written); design, create, and manage promotions and social ad campaigns; develop relevant content topics to reach Montreat's target customers.
- Create a regular publishing schedule; implement a content editorial calendar to manage content and plan specific, timely marketing campaigns.
- Coordinate with Development to enhance their online presence

Analysis, Strategy, and Engagement

- Actively engage with Montreat's audience: monitor, listen and respond to users.
- Seek to expand Montreat's audience base and brand recognition.
- Monitor social media campaign results and analyze their key metrics and adjust strategy as needed.
- Monitor and alert the Marketing Director or VP for SMAC of alarming or negative comments/engagement.
- Research and implement the latest in social media mediums. Stay abreast of new trends.

Other

- Occasional travel, as needed, to conventions, presbytery meetings, and other large church gatherings where a marketing presence is needed/helpful.
- Create and implement all Montreat apps.
- Supervises the Marketing/Creative Assistant.
- Oversees the publication of *This Week in Montreat* and *This Summer in Montreat*.
- Other duties as assigned.

Requirements:

- *Education:* Bachelor degree
- *Experience:* At least one year of service in social media creation, management, implementation, and analysis.
- *Physical Requirements:* Must be able to stand for long periods of time; must be able to lift up to 20 lbs.
- Excellent writing, proofreading, and editing skills.
- Valid driver's license and acceptable driving record.
- Familiarity with Adobe Suite or similar design program.
- Photography skills or ability to learn.
- Familiarity with Constant Contact or similar email program.

Competencies:

- Strong organizational skills.
- Ability to prioritize multiple tasks.
- Excellent customer service skills.
- Ability to work well independently and meet deadlines.
- Ability to communicate effectively.
- Ability to plan and prepare for assigned tasks.
- Ability to follow directions and work cooperatively with others. Teamwork is essential.
- Exhibits fine attention to detail.
- Ability to use critical thinking and resources to solve problems.

Employee Signature: _____

Date: _____

Supervisor Signature: _____

Date: _____