



Staff Role Description

Social Media Manager

Ministry:	Communications
Reports To:	Director of Digital Media
Average Hours Per Week:	Part-time, 25 hours per week
Role Type:	Exempt
Last Revision Date:	May 2022

Overview

The Social Media Manager will utilize social media to drive The Chapel's identity, communicate our top priorities and bring God's kingdom in powerful and innovative ways.

Requirements

The Social Media Manager must embody the purpose, vision and values of The Chapel, as outlined below, by being a visible example and model to all those within their scope of influence.

Our **PURPOSE**: *To help people come alive to God*

Big Idea: Revival -- All of God in all of us for all of our world

Revival happens when we help our people ...

- Carry the Christianity of Jesus
- Pray Heaven to Earth
- Be a Force for Good
- Live as part of a Kingdom Community

Our **VISION**: *To help ignite a spiritual revolution*

We want to see our purpose of helping people come alive to God happen on a grand scale by multiplying Kingdom Communities through ...

- Widespread Spiritual Awakening (All of God)
- Revitalization of the Church (All of us)
- Transformation of Society (All of our world)

Our **VALUES**: *We are a people completely giving ourselves to God and others, believing Him for really big things, never pretending to be anything we aren't – and finding ways to enjoy life and have a lot of fun along the way.*

- Be All-In: A fully-committed people who come in third
- Have Expectant Faith: He is who he said he is and will do what he said he will do
- Be Authentic: Honest, forthright, plain-spoken and integrity-filled
- Have Fun: Vibrant, winsome, joyful people

Social Media Manager

Additionally, the Social Media Manager must ...

- Be an example of the type of Christ-follower that we want our people to become by holding to our statement of beliefs, practicing our approach to ministry, and embodying our culture
- Demonstrate a passion and aptitude for making disciples of Jesus and embrace genuine Christian community as the primary vehicle of discipleship at The Chapel
- Believe that the Holy Spirit indwells and empowers every follower of Jesus, and consistently experience the very power and presence of God at work inside, through, and around themselves as they participate in God's mission in the world
- Share in the continued mission of Jesus by consistently ministering, through the power of the Holy Spirit, God's presence, love, truth, and power to all those encountered
- Have a strong relationship with God, as evidenced by a healthy devotional and moral lifestyle
- Have a strong family life, as evidenced by the quality of the relationship with their spouse and children (where applicable) and their ability to effectively manage their finances
- Be inspiring, motivating others to sacrifice for God
- Have demonstrated abilities as an action-oriented leader, have good follow-through, and have a high level of multi-tasking abilities
- Possess a desire to continually learn new skills and processes
- Have the ability to manage detailed work while still understanding the bigger picture
- Be able to quickly adapt to, learn and incorporate new social media strategies
- Be able to effectively represent The Chapel across all digital mediums and platforms
- Have a minimum of 1-3 years of hands-on experience with social media marketing tools and best practices (social media platforms, scheduling & analytics tools)
- Be able to create social media content including photos, basic graphics and captions
- Have experience using photo editing tools (lightroom, etc.) and basic graphic design software
- Have exceptional abilities as a communicator, writer and editor and have strong formal and interpersonal verbal and written communication skills

Responsibilities

- Continuous management and oversight of The Chapel's social media channels (central and campus)
- Develop both an awareness and invitation strategy for The Chapel as a church and its campuses across social media channels
- Develop and maintain The Chapel's social media to be relevant, engaging, and effective
- Create and maintain an effective content calendar for The Chapel's social media platforms
- Find effective ways to convey our identity and generate momentum among The Chapel's current attendees as well as our surrounding communities utilizing social media
- Support our leadership and staff team with social media resources
- Facilitate community and greater human-to-human interaction amongst our church family through social media
- Help campuses recruit, train and lead a volunteer base from which each campus' social media needs can be effectively managed

This role description is meant to describe the general nature and level of responsibilities being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position.