

## **JOB DESCRIPTION: SOCIAL MEDIA MANAGER**

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<b>Department:</b>	Communications
<b>Reports To:</b>	Director of Communications
<b>Recruited By:</b>	Vice President of Communications
<b>Approved By:</b>	Vice President of Communications
<b>Organizational Unit:</b>	Headquarters
<b>Status:</b>	Full Time
<b>Classification:</b>	Exempt

### **JOB SUMMARY**

The Social Media Manager will make an impact for children in need in Florida and in developing nations throughout the world. The Social Media Manager is responsible for overseeing One More Child's interactions with the public by implementing social media platforms' content strategies. Their duties include analyzing engagement data, identifying trends in interactions, and planning digital campaigns to build community online.

This individual will help us grow our brand, share our expertise, and develop new partnerships through innovative and timely storytelling that includes traditional stories, short videos, infographics, and more. This position will not only develop campaigns on One More Child's channels but also will cultivate and work with influencers.

We need a creative genius who thrives in a team-oriented environment where challenging goals are worth the hard work to achieve because the impact on the lives of children and families is priceless. This is a unique opportunity for someone who is ready to elevate our brand and programs through media to connect people, businesses and churches to our Christ-centered mission and the resources that are changing lives.

### **ESSENTIAL DUTIES AND FUNCTIONS**

- Coordinates content creation for and manages a comprehensive editorial calendar for social media platforms to include, but not limited to Facebook, Instagram, LinkedIn, Twitter, TikTok and YouTube
- Identifies and monitors social media and digital communications trends and provides solutions through social media that help meet organizational goals
- Monitors social media accounts and engages with our audiences in real-time to build community and raise brand awareness
- Oversees and meets agency goals for social media growth through strategic plans, paid advertising campaigns and boosts
- Works with team members to develop strategies to meet goals for major fundraising campaigns
- Brings leadership to assessing and partnering with micro and macro influencers who can further the reach of One More Child and provide us opportunities to serve more children and families
- Writes compelling and informative content that will boost engagement on social media and also will create more conversions through email marketing

- Utilizes appropriate tools to strengthen the integration of our website, [www.onemorechild.org](http://www.onemorechild.org), with our social media channels, including tracking pixels, Wordpress plug-ins, etc.
- Manages project flow, budgets, and timelines to ensure successful delivery
- Liaises with digital marketing firms as needed to ensure agency needs are met
- Ensures brand consistency through digital marketing platforms
- Suggests and implements digital marketing methods to grow ministry impact
- Creates data-driven analytical reports on our social media and distills down pertinent information to help us segment our audiences effectively
- Monitors ROI and KPIs
- Grows our staff's participation in sharing our social media content
- Establishes measurable goals for outputs and communicates results to VP of communications on a monthly basis
- Works well in a team setting and can collaborate on projects
- Thinks creatively and is highly motivated and organized
- Maintains personal and professional growth and development through seminars, webinars, workshops, books, software, publications, and professional affiliations to stay current with legal issues and the latest trends in the field
- Displays integrity as well as mature judgment aligned with the organization's core beliefs and values
- Displays a positive attitude about and has a passion for the organization's mission of providing Christ-centered services to children and families in need
- Has knowledge of public relations best practices
- Performs other duties as assigned

#### MINIMUM QUALIFICATIONS

- Bachelor's degree in marketing, communications, public relations, or related area (or equivalent experience)
- Minimum of five years' experience in marketing, communications, or public relations field
- A proven track record creating professional content and leading others to create professional content on multiple social media platforms to include Facebook, Twitter, Instagram, LinkedIn, TikTok, and YouTube
- Excellent written and verbal communications

#### KNOWLEDGE, SKILLS, ABILITIES AND OTHER CHARACTERISTICS

- Adobe InDesign (or equivalent)
- Adobe Photoshop (or equivalent)
- WordPress



- Ability to build effective professional working relationships internally and externally.
- Must be detail oriented, highly organized, and able to handle a variety of tasks and responsibilities in an efficient manner with a high level of quality.
- Presents him or herself outside the agency in a manner in keeping with the firm's core values and guiding principles.
- Ability to maintain confidential employee and company information.
- Ability to multi-task.
- Ability to understand and follow oral and written instructions, meet deadlines, and work independently.
- Ability to solve daily problems by analyzing situations, determining next step, and implementing.
- Ability to comprehend and process information rapidly and accurately.
- Skills in effectively organizing work, files, records, etc., to maintain efficient workflow.
- General knowledge of standard office practices and office equipment.

## SPIRITUAL QUALIFICATIONS

- It is the mission of One More Child to provide Christ centered services to vulnerable children and struggling families. As stated in the Second Amended and Restated Articles of Incorporation, One More Child provides these services in a Christian context consistent with The Baptist Faith and Message (2000). Employees of One More Child commit to live in a manner that is not contrary to this foundational statement of faith.
- Have had a personal conversion experience with Jesus Christ and been scripturally baptized.
- Possess a sense of commitment to ministry through vocation.
- Hold a sincere desire to seek God and His kingdom.
- Demonstrate personal and devotional habits and practices such as Bible study, prayer, and daily meditation.
- Be a member of a New Testament, evangelical Church in the local community and attend regularly.
- Engage in witness activities as a normal part of life.

## PHYSICAL DEMANDS

**These physical requirements are not exhaustive and FBCH may add additional job-related physical demands to these if the need arises. Corrective devices may be used to meet these physical requirements.**

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee frequently is required to use hands to finger, handle, or feel. The employee is occasionally required to walk and reach with hands and arms. Specific vision abilities required by this job include close vision.

This job requires the ability to work in stressful conditions from time to time and remain focused for extended periods of time. The ability to lift up to 30 pounds (boxes, documents, and or computer equipment).

## WORK ENVIRONMENT

**The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.**

Job functions are performed in a normal office environment.

*I understand this job description is not intended to be an "all-inclusive" list of the requirements of this position, but to describe the general nature of the job and a reasonable representation of its activities. I also understand that additional related responsibilities may be identified by the company and listed as such in my performance appraisal.*

Print Name: \_\_\_\_\_ Signed: \_\_\_\_\_ Dated: \_\_\_\_\_