

SUPPORT AND DEVELOPMENT SOCIAL MEDIA & PR SPECIALIST

REPORTS TO: COMMUNICATIONS DIRECTOR
RELATES CLOSELY WITH: JIM BURGEN / CREATIVE TEAM
CLASSIFICATION: FULL-TIME // SALARY

The Social Media & PR Specialist for the Lead Pastor will help strategize and create content that attracts men who aren't interested in the typical churchy agenda. These people want a relatable, relational man and leader to follow who isn't afraid to say what many are thinking, but don't feel allowed to express. This position will work with Jim Burgen directly, under the guidance of the communications team in order to create new opportunities to reach men, mainly through social media, special events, and digital marketing.

QUALIFICATIONS / CHARACTERISTICS

- Submits their life to God and the authority of His Word.
- Comfortable and confident working with executive level leadership, sensitive information, and personal relationships of high capacity leaders
- Start up venture mentality or experience
- Able to build systems and processes from the ground up
- Strong understanding of the digital marketing landscape and latest releases
- Familiar with the outdoor, hunting, fishing, and fitness industry
- Significant experience with brand/personality management or public relations
- Excellent oral and written communications skills
- Self-motivated and able to manage multiple tasks
- Organized, disciplined with priorities, meticulous attention to detail
- Knowledge of Google web platform and willingness to learn other software tools as needed
- Proficient with email marketing platforms and drip campaign strategy
- Experienced with social media platforms and latest trends
- Strategic thinker; able to see the big picture
- Champion of digital analytics and measurable results
- Understands and supports Flatirons vision and values; uses vision to filter decisions.
- Embraces key values integral to Flatirons staff culture: integrity, honor, mission.
- Exemplifies qualities core to Flatirons DNA: humility, vulnerability, authenticity, humor.
- Willing to take calculated risks or try unconventional ideas to yield impactful results.
- Committed to continual growth: spiritual, personal, professional; invests in the growth of others.
- Is a relational team-player.
- Uses humor to connect with people

PRIMARY RESPONSIBILITIES

- Grow Jim's network and visibility and product offering (books, video, retreats, speaking) events
- Manage all key brand and creative development projects
- Manage all vendors and consultants (publicist, agents and marketing/branding firms)
- Manage and distribute content to all relevant platforms
- Work with multiple teams to create content for Jim Burgen accounts
- Maintain or supervise the maintenance of all content platforms (website, youtube, podcasts, articles, social media)
- Collaborate with Jim's Executive Assistant for scheduling
- Work with Flatirons Community Church teams to collaborate release dates and events
- Networking to grow Jim's circle of influence and create fluid business interactions in the hunting, fishing, outdoors, firearms, fitness, leadership, and speaking ecosystems
- Prioritize and discern what opportunities are worth Jim's time

OTHER RESPONSIBILITIES

- Help with leadership retreats, marketing, and sign-ups
- Maintain mossrockranch.org
- Maintain branding standards and strategy for Jim Burgen
- Must be available to travel with Jim Burgen once a week to mountain cabin location
- Travel for occasional hunting, recreational, and speaking events
- Must love dogs

