

SUPPORT & DEVELOPMENT

SOCIAL MEDIA MANAGER

REPORTS TO: MARKETING DIRECTOR

RELATES CLOSELY WITH: MARKETING TEAM/ TEACHING TEAM / CREATIVE TEAM / CAMPUS STAFF

PROVIDES OVERSIGHT TO: SOCIAL MEDIA COORDINATOR, SOCIAL MEDIA VOLUNTEERS

CLASSIFICATION: FULL-TIME//SALARY

The Social Media Manager is responsible for the voice of the Flatirons brand, managing all social media communications to effectively reach people in a lost and broken world. You bring creative energy into projects and enjoy collaborating with others to develop original content, manage posts, and respond to our audience. You will work closely with the Marketing Director and implement social media campaigns that will align with our overall marketing goals. To be successful in this role you should consider yourself a people person who enjoys fostering a digital community, has excellent written and verbal communication skills and isn't afraid to take risks.

PERSONAL QUALIFICATIONS

- Submits their life to God and the authority of His Word.
- Theologically aligned with (and practicing) the values and teaching of Flatiron
- 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.
- Committed to continual growth: spiritual, personal, professional; invests in the growth of others.
- Uses humor to connect with people and is a relational team-player.

PROFESSIONAL QUALIFICATIONS

- Deep devotion to God and love for His Word
- Excellent grammatical skills and experience editing copy
- Effective written, visual, and oral communicator
- Bachelor's degree in marketing, communications, or work experience equivalent
- 2-3 years experience in a marketing and/or social media position
- Excellent customer service skills
- Highly relational and passionate about social community cultivation & growth
- Proficiency in using social media management platforms like Sprout Social
- Passion for technology and innovation
- Basic Adobe Creative Suite skills are a plus
- Strong understanding of the digital marketing landscape and latest releases
- Strategic thinker; able to see the big picture
- Champion of digital analytics and measurable results
- Values other perspectives and embraces healthy feedback
- Teachable, coachable (asks great questions), and quick (life-long) learner
- Able to develop a team-oriented culture through training, mentoring, and teaching

PRIMARY RESPONSIBILITIES

- Oversee all Flatirons central social media accounts
- Develop a social media plan/schedule
- Engage in social listening, correspondence, and interaction with current followers and outside of our audience
- Implement social media and community growth campaigns to align with overall marketing strategies
- Develop concepts for online marketing and work with the Creative Team to execute
- Collaborate with creative team to execute social media strategy
- Consult with the Teaching Team on best practices and suggestions for promoting messages online
- Collaborate with the Marketing Director to advise the Lead Team on key decisions and marketing
- Speak into the larger digital strategy of Flatirons Community Church
- Collaborate with Social Media Coordinator on ministry and campus accounts
- Help develop standards for Flatirons' online presence
- Communicate (text/email/phone) with key people with clarity and in a timely manner
- Maintain Flatirons' brand
- Fulfill agreements made with others in the creative process in a timely manner
- Be present and available during office hours
- Help raise the bar through creating an excellent environment online
- Contribute to Creative Team brainstorming for larger projects

