

Marketing Department

SOCIAL MEDIA SPECIALIST



JOB DESCRIPTION

This position is responsible for overseeing our COTW social media platforms, ad campaigns, and tracking data.

REQUIREMENTS

The following are preferred or required:

- Must have a passion for representing Christ in the creative industry
- Camera equipment preferred (we can provide or assist with our gear)
- Photography experience preferred
- Basic understanding of Adobe Programs/Canva
- Basic understanding of Google Analytics and Facebook Ads Manager

RESPONSIBILITIES

- Planning and writing content for social media and website.
- Work a flexible schedule with a good work ethic.
- Be detail-oriented and capable of working with data entry.
- Have a problem-solving attitude; must be able to adapt to various problems and pivot during campaigns.
- Show flexibility, a positive attitude, and a willing spirit to learn outside your area of expertise
- Responsible and disciplined in creating timely, detailed, and engaging content.
- Precisely adhere to the organization's brand and style guidelines, ensuring that we produce a high-quality and error-free copy.
- Analytical – analyze media algorithms and report on ROI (return on investment).
- Show organizational skills; know how to be efficient and prioritize tasks/projects.
- Exude characteristics of a team player; show initiative in both individual and communal tasks.