

# **SOCIAL MEDIA MANAGER/DIGITAL STRATEGIST**

## **Summary**

Life Changers International Church and our global television ministry is expanding! We are looking for passionate, creative and committed team players to join our growing staff. We are seeking an experienced Social Media Manager to strategically build and develop our web presence and outreach. Requires commitment to operate as a team, respecting the individual demands on others but never placing individual responsibilities above the goal of the team or the success of the church. This position will be based at our Hoffman Estates campus.

## **Essential Functions**

- Create, edit, update, and share social media content (text, video, photos, and graphics).
- Manage and maintain weekly production across all social media platforms for Life Changers Church & Gregory Dickow Ministries.
- Participate & contribute to weekly marketing planning and production follow-through.
- Implement systems & strategies for collecting content (sermon quotes, photos, video, etc.)
- Establish and nurture relationships with followers and those engaging with our brand.
- Manage and define the plan for a continuous publishing schedule for social media profiles, and analyze what content is performing well and how to improve.
- Seamlessly integrating social media into PR/marketing campaigns.
- Recruit and train a team of volunteers to help curate and post social media content.

## **Qualifications & Requirements**

- Must demonstrate full understanding and wholehearted agreement with Life Changers International Church Statement of Purpose, Vision and Culture.
- Knowledgeable. Tapped into emerging social media platforms, understanding consumer social media behavior.
- Passionate. Someone who possesses excitement and intellectual curiosity for all things social, mobile and digital emerging technologies.
- Creative. Someone who can put forth big ideas, and always bring a fresh approach to communicating the message.
- Analytical. Solid understanding of SEO and the way to create content that attracts attention. Content review & analysis. Web analytics setup and reporting.
- Strategic. Ability to provide content vision, style guides, content briefs, matrixes and strategic road maps. Highly detailed and organized.
- Quick-thinking. Ability to work well in a fast-paced, dynamic environment, maintaining a good sense of humor and an enthusiastic personality.
- Minimum 3 years of experience working in social media marketing and communications.
- Vision for improving Life Changers & Gregory Dickow's brand reputation in social.
- A passion for expressing Biblical truths in innovative ways.
- Excellent writing and communication skills, and ability to collaborate/work well with others.
- Team player with strong leadership and project management skills.
- Good technical understanding, with ability to pick up new tools quickly. Hours

This is a full-time position; evening, weekend, and holiday hours are required but may vary.