



Job Title: Social Media Specialist

Team: Content

Division: Marketing & Events

Group: Shared Services

Location: Alpharetta

Reports to: Social Media Consultant

Exempt/ NonExempt: Exempt

Southern Baptist Required: Yes

Summary:

In collaboration with a strong team of marketing communications colleagues, the social media content consultant is responsible for one or more of NAMB's social media channels in an effort to share stories of how God is working across North America and present ways in which our social media audience can be part of His kingdom work. With strong visuals and engaging content, the content consultant will strategically implement brand awareness to grow the audience, increase quality interactions and call our target audiences to action.

Essential Functions:

1. Manage multiple social media channels by:
 - Developing, curating and managing relevant and compelling content to reach our target audiences
 - Monitoring, listening and responding to audiences
 - Collaborating with teams to develop unique, compelling content for individual channels
 - Developing and expanding our online community
 - Analyzing campaign effectiveness based on ROIs and adapting strategy as needed
 - Monitoring trends in social media tools, applications, channels, design and strategy
2. Join in the effort to grow a healthy team culture that centers around community, excellence, collaboration, proactivity and candor.
3. Collaborate with marketing communications team members to deliver a unified message from NAMB.
4. Maintain excellent communication with ministry partners to ensure social media strategy and content support their goals.
5. Plan and document necessary tasks within the project management software (Workfront) to ensure a timely and organized implementation.
6. Other duties as assigned.

Skills and Qualifications Needed

- Proven work experience in social media marketing (3-5 years)
- Superior consulting, writing, editing and communication skills
- Enthusiastic and positive, with the ability to work alongside a diverse marketing team
- Displays in-depth knowledge and understanding of social media platforms and how each platform can be utilized in different scenarios
- Proven ability to target audiences and deliver timely, relevant and impactful messages
- Deadline-driven with strong time management skills
- Proactive, self-motivated and detail-oriented
- Outstanding customer service skills
- Can easily transition between projects and multitask
- Highly organized
- Strong interpersonal skills and the ability to initiate relationships that build trust and influence
- Demonstrates personal creativity and immersion in the social media world, evidenced by personal and professional profiles

Education and/or Experience:

Bachelor's degree (B.A.) or equivalent in Marketing or Communications; or four or more years' related experience and/or training; or equivalent combination of education and experience.

Christian Walk:

Evidences of a mature and growing Christian walk characterized, by Paul, in 1 Timothy 3 and Titus 1. Personal wisdom and sufficiency are grounded in Christ, with a life submitted to God's authority in all things, including sharing Christ. Demonstrates an active prayer life, gives regularly to the work of the church and readily applies scripture to personal and professional situations.

Communication Skills:

Ability to read and understand most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Listening skills must be excellent with a proven ability to understand what is said and what is meant. Active listening is essential to effectively represent the ministry. Written skills must be strong and flexible. Experience writing a formal letter or report, a proposal, background briefing, memos, email communications and personal notes is strongly desired. Writing must be clear and concise. Verbal skills must be polished and professional. Clarity of expression, good organization of thoughts, effective articulation and humor are a must. Ability to respond



to common inquiries or complaints from customers. Ability to effectively present information to top management and public groups.

Mathematical Skills:

Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Reasoning Ability:

Ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems. Ability to deal with nonverbal symbolism (formulas, scientific equations, graphs, musical notes, etc.,) in its basic phases. Ability to deal with a variety of abstract and concrete variables.

Other Skills, Abilities, & Qualifications:

Knowledge of NAMB purpose and strategy. Advanced understanding of the Southern Baptist Convention, Baptist doctrine, history and polity, and the interrelationships of SBC agencies, state conventions, associations and churches. Proficient in presentation skills.

Physical Demands:

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee frequently is required to reach with hands and arms. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, depth perception, and ability to adjust focus.

Personal Qualities:

Enjoys healthy, affirming relationships with spouse, family, neighbors and friends. Exhibits integrity in professional and personal life. Modest in dress and deportment and makes a favorable first impression in both bearing and manner. Aware of personal strengths and shortcomings, potential, psychological needs, biases and prejudices, and actively solicits and benefits from constructive criticism. Personal finances are in order, with no oppressive burden of consumer debt. Is a member of a local Southern Baptist church and takes an active role as time permits. Demonstrates a high level of energy, with a bright, positive affect, warmth and genuine interest in people.