

WALKER MEMORIAL BAPTIST CHURCH
POSITION DESCRIPTION – COMMUNICATIONS/SOCIAL MEDIA MANAGER

Position Title: Communications/Social Media Manager

Report To: Senior Pastor/Assistant to the Pastor

Length of Service: At Will

Anticipated Time Commitment: 20 hours/week

WALKER MEMORIAL BAPTIST CHURCH is a prayerful congregation, walking in the spirit, and bringing souls to Christ. Founded in 1891, Walker Memorial is a historic congregation located in the U Street Corridor in Northwest, Washington, D.C., and is committed to impacting our community through application and implementation of Jesus Christ's teachings.

POSITION SUMMARY

The Communications/Social Media Manager will be responsible for planning, implementing, and managing as well as monitoring Walker Memorial Baptist Church's communication and social media strategy, with the goal of increasing its social media presence. Utilizing "brand" awareness to improve WMBC's methods to spread the gospel, the Communications/Social Media manager will aid WMBC with maintaining an online presence, increasing social engagement, growth, support, and enhance congregational connectivity. The Communications/Social Media Manager will also be responsible for maintaining and growing our social media team and keeping the Senior Pastor and leadership up to date regarding all of the social media options, initiatives, strategy and effectiveness.

DESIRED QUALIFICATIONS/EXPERIENCE

- Believes in Christ and is committed to be a regular participant in the life of WMBC
- Bachelors' degree or Associates Degree and minimum of 2 years relevant experience serving as Communications and/or Social Media Specialist or similar role
- Critical thinker and problem-solving skills
- Excellent multitasking skills
- Experience as a Strategist managing and using social media for brand awareness and impressions
- Expert knowledge of Facebook, YouTube, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices
- Experience performing audience and buyer persona research
- Good understanding of social media key performance indicators
- Great interpersonal, presentation and communication skills
- Understanding of SEO (Search Engine Optimization) and web traffic metrics

CORE SKILLS AND ABILITIES: The ideal candidate will have Spirit-led attributes, including:

- Passion for ministry and takes ownership of assignments
- Professionalism and confidentiality

- Forward thinker that looks ahead and anticipate needs
- Superior communication skills, written and verbal
- Excellent decision making and judgment
- Creative, confident, hard worker, a self-starter, and attention to detail
- Pleasant disposition and works well with others

PRINCIPLE COMMUNICATIONS/SOCIAL MEDIA MANAGER DUTIES AND RESPONSIBILITIES

- Develop, implement and manage WMBC's social media strategy
- Curate, manage and oversee social media content
- Ensure brand standard of excellence is used by all ministries in outreach
- Create/writer/producer content to ensure a consistent virtual presence with fresh content to stimulate and attract viewers
- Ensure the broadest audience possible is reached through technology and that technology is appropriately used for all weekday or weekend services; including all WMBC ministries.
- Measure the success of every social media campaign
- Monitor all weekly worship services, participate in user engagement on all platforms, and suggest content optimization
- Define most important social media Key Performance Indicators
- Coordinate to ensure church's website is complemented by social media strategy
- Communication with church leadership team, including Website Master; Production/Audio Visual Manager; Graphic Designer, and Associate Minister, as necessary
- Responsible for establishing and maintaining all social media accounts and/or designating a trained, authorized designee on such accounts, including but not limited to Facebook, YouTube, Instagram, Twitter, and other appropriate platforms
- Communicate with industry professionals and influencers via social media to create a strong network
- Remain up to date with latest social media best practices and technologies
- Train other social media ministry team members; and provide constructive feedback
- Other duties as assigned by the Senior Pastor/Assistant to the Pastor

SUBMISSION OF RESUMES

All interested applicants should send your resume to admin@walkerbaptistdc.org. Please direct questions to the same email address or call Walker Memorial Baptist Church at 202-232-1120. For more information about Walker Memorial, please visit our website at www.wmbcdc.org.