

HIS MANSION MINISTRIES

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Social Media and Communications Specialist

Mission: *Because of His Mansion Ministries, a community of people will seek wholeness and be spiritually transformed for the equipping of the body of Christ.*

Ministry Position:

The Social Media and Communications Specialist job is, first and foremost, a ministry position. He/She is not only responsible for establishing positive associations with the public and mass media, but for modeling Christ-like behavior and for leading others in further pursuit of relationship with Jesus Christ through daily life. All employees, including the Social Media and Communications Specialist, are expected to be available to pray with and spiritually guide Residents and Servant Leaders; cultivate genuine relationships; and to participate in regular time of community worship and prayer. These are done to fulfill our mission, as stated above. The Social Media and Communications Specialist is also expected to sign a statement of agreement with His Mansion Ministries' statement of faith and code of conduct.

Summary:

The Social Media and Communications Specialist produces external content and manages some internal communication, in line with our mission, vision, and values.

Qualifications:

- Christ-likeness, strong Christian faith, integrity, moral values, and convictions
- Relationally focused and service driven
- Knowledge of and passion for HMM's mission and philosophy of ministry
- If married, his or her spouse should be spiritually mature and willing to participate in the community
- Bachelor's degree in Communications, Marketing, or related field a plus
- Proven working experience in social media marketing or as a digital media specialist
- Excellent consulting, writing, editing (photo/video/text), presentation, and communication skills
- Adequate knowledge of web design, web development, CRO and SEO
- Working knowledge of MS Office, Pages, desktop publishing, and photo and video editing software
- Positive attitude, detail-oriented, good multitasking and organizational ability
- Solid understanding of how each social media channel works

- Knowledge of how to optimize content so it is engaging on those channels
- Demonstrate social networking experience and social analytics tools knowledge
- Knowledge of online marketing and good understanding of major marketing channels
- Ability to learn new tasks and skills as needed, including undertaking and managing new projects as assigned
- Discretion and confidentiality where appropriate

Duties & Responsibilities:

- External communications
 - Set up and optimize company pages within each social media platform
 - Generate, edit, publish, and share content regularly (original text, images, video, or HTML) that builds meaningful connections and encourages community members to take action
 - Moderate all user-generated content in line with the moderation policy for each community
 - Create and distribute monthly HMM newsletter and monthly receipts according to CEO's guidelines
 - Create promotional material such as brochures, pamphlets, flyers, etc. as assigned
 - Manage details for visiting workgroups during summer months
 - Solicit and thank donors for specific Christmas donations
- Internal communications
 - Schedule annual events during holiday season and facilitate volunteer sign-ups
 - Prepare board reports and logistics for thrice-annual board meetings
 - Ensure directors and board members accomplish specific tasks and assist in board organization and details
 - Generate policies, procedures, handbooks, official memos, etc. as needed
- Assist CEO with various projects as assigned
 - Manage the CEO's calendar
 - Send communications on behalf of the CEO
 - Generally function as the CEO's assistant
- Other tasks as assigned

Characteristics:

The following five traits (as adapted by Tom Hill of the Character Training Institute) were identified as essential for this position:

1. **Alertness**
Being aware of that which is taking place around me so I can have the right response to it. (Mark 14:38)
2. **Creativity**
Approaching a need, a task, an idea from a new perspective. (Romans 12:12)

3. **Discretion**

The ability to avoid words, actions, and attitudes which could result in undesirable consequences. (Proverbs 22:3)

4. **Initiative**

Recognizing and doing what needs to be done before I am asked to do it. (Romans 12:21)

5. **Orderliness**

Preparing myself and my surroundings so I will achieve the greatest efficiency. (I Corinthians 14:40)

Skills:

The following three skills were identified as essential for this position:

1. **Effective collaboration**

Communicate and follow-up with various departments to ensure a consistent message is presented externally and manage internal projects to ensure participants are aware of their roles and complete them appropriately

2. **Writing**

Produce material that communicates the intended message and is appropriate, understandable, and attractive to the intended audience.

3. **Visual design**

In photography, social media posts, newsletters, promotional material, etc., material should be attractive and aesthetically pleasing without crowding out the message.

Working Environment:

- Indoor work in an office
- Regularly sit or stand for many hours
- Live on His Mansion property

Working Relationships:

Reports to: CEO

Works Closely with: CEO, Director of External Relations, Project Manager, Outreach Coordinator

Direct Reports: None

This job description is not a complete description of all that is necessary to do this job. All employees are expected to do what it takes to work as a team, even with other departments, to serve Residents. This is not only an expectation but also a value that we hold to as an organization. We will help each other get the mission done.

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JOB DESCRIPTION ACKNOWLEDGMENT FORM

I have received a copy of the job description for my position, Social Media and Communications Specialist.

I have reviewed this job description and I fully understand all my job duties and responsibilities. I am able to perform the essential functions as outlined.

I understand that my job may change on a temporary or regular basis according to the needs of my location or department without it being specifically included in this job description. If I have any questions about job duties not specified on this description I am asked to perform, I should discuss them with my immediate supervisor.

I understand that I am responsible for the satisfactory execution of the essential functions described therein, under any and all conditions as described. I further understand that future performance evaluations are based on my ability to perform the duties and responsibilities outlined in this job description to the satisfaction of my immediate supervisor.

I have discussed any questions I may have had about this job description prior to signing this form.

Printed Name

Signature

Date