

# HIS MANSION MINISTRIES

PO Box 40 Hillsborough, NH 03244-0040

Phone: (603) 464-5555 • Fax: (603) 464-5658 • hismansion.com

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

### Summary:

Works closely with the executive director to create engaging content for His Mansion's social media presence, including keeping social media channels updated and brand-focused, and seeking out new social media avenues and ways of connecting with interested parties.

### Qualifications:

- Christ-likeness, strong Christian faith, integrity, moral values, and convictions
- Proven experience as an executive assistant, social media assistant or in other administrative and technically-driven position
- Exemplary planning and time management skills
- Ability to multitask and prioritize daily workload
- High School diploma; some college preferred.

### Duties & Responsibilities:

- Manages ministry's social media channels, including Facebook, LinkedIn, Twitter, and other relevant platforms
- Engages in social media presence creation on new and emerging social media platforms
- Creates dynamic written, graphics, and video content

- Creates content that promotes audience interaction, increases audience presence on His Mansion media sites, and encourages audience participation
- Assists social media management with large projects, events, and community management
- Works as part of a team to develop large social media campaigns
- Analyses and reports audience information and demographics, and success of existing social media projects
- Proposes new ideas and concepts for social media content
- Writes and distributes and coordinates monthly newsletters to subscribers
- Uses timelines and scheduled content to create a consistent stream of new content for audience interaction while analyzing, managing, and altering schedules where necessary to optimize visits
- Supports the creation of promotional material such as brochures, pamphlets, flyers, etc. as assigned