

Social Media Manager Job Description

Title: Social Media Manager
Reports To: Communications Director, Cooper City
Campus: Cooper City
Local/Global: Global

A global position focuses on ministry that is shared through all campuses. Always having a global heart and mindset even though you have local responsibilities.

Summary: As the Social Media Manager, you will be responsible for managing the accounts associated with Potential Church. You will help create a creative environment of organization and forward thinking. In every post or response your hands touch the goal is to further the mission and vision of Potential Church.

Expectations:

- Staff is expected to attend all staff meetings and retreats
- Staff is expected to serve at all holiday services including: Christmas Day, Thanksgiving, New Years Eve, and Easter
- Staff is expected to attend/serve at church events and outreaches
- Staff is expected to adhere to annual block out dates
- Staff is expected to tithe and have a spirit of generosity
- Staff is expected to reach a Temple Centurion level
- Staff is expected to embody the mission, vision, and ethos of Potential Church
- Staff is expected to sit in at least one-weekend service

Focus Areas:

Weekly:

- Managing Potential Church Social Media Accounts (Potential Church, Troy Gramling, Steph Gramling)
- Oversee/Accountability of all Campuses accounts (Pensacola, Lima, Potential Music, Youth etc.)
- Responding in a timely manner to all DMs and comments
- Calendar planning of church wide events and what needs to be promoted
- Scheduling posts to ensure proper visibility on a day to day basis
- Creative dreaming with the aim of new ways to attract people through social media to Potential Church
- Managing Youtube and posting scheduled content

- Dreaming and executing ways to increase our Pastors Brand through Social media

Experience/Skills:

Potential Church has a high capacity, driven staff with a culture of excellence and personal development. The church is looking for a self-motivated proactive leader who is comfortable with a high level of involvement and a constantly developing environment. The Social media manager must be flexible and passionate in their role and be able to connect with the other ministries of Potential Church. The successful candidate must be excellent at teamwork, organization and execution. Always willing to go above and beyond to create collateral to move people to their destiny.