



Ministry Area: Marketing and Communication

Role: Full-Time

Position Title: Digital and Social Media Marketing Associate

Accountable To: Communication Team Lead

Ministry Purpose

The Communications Department's purpose is to support the ministries of Northeast through creative promotional strategies, engaging artwork, and exciting events that non-church people want to attend.

Role Responsibilities:

The Digital and Social Media Marketing Associate will be responsible for supporting the overall strategies of Northeast Christian Church, and its affiliated campuses and ministries, using current and emerging social media platforms, as well as through other digital platforms. This person will also assist the marketing team with the execution of project components, both digital and print.

Responsibilities of the role will include:

- Implement marketing and advertising campaigns in all mediums; print, video, and digital
- Social Media
 - Develop and execute social media strategy, including developing content, scheduling content releases, engaging in conversations on behalf of Northeast, and tracking/reporting social media content
 - Organize and maintain an editorial calendar, with posts drafted and scheduled for future publication
 - Positively reflect Northeast through voice on social media and in person
 - Research social media trends and emerging platforms
 - Analyze social media metrics, such as new user growth, fan likes, comments, and shares, and report these numbers on a weekly basis.
 - Perform research on current benchmark trends and audience preferences and apply them to our social media strategy as you see fit
 - Suggest and implement new features to develop brand awareness, like promotions and competitions
 - Stay up-to-date with current technologies and trends in social media, design tools and applications
- Website/App
 - Assist with website and app content updates and performance
 - Utilize Google platforms and social media platforms to generate traffic onto website
- Assist with marketing team processes and the execution of large marketing plans
- Coordinate photography volunteers
- Other duties assigned as necessary

Required Skills:

- 1-3 years' experience managing multiple social media accounts across multiple platforms
- Ability to deliver creative content (text, design, image and video)
- Independent worker, who can collaborate with teams
- Great attention to detail and the ability to solve problems quickly
- Strong communication skills, including the ability to be creative and engaging in written communication, especially within the restrictions of social media platforms
- Experience with current social media platforms and ways to advertise/communicate through them
- Degree in Marketing, Fine Arts, Communications, PR, or Graphic Design
- Proficiency with Adobe Creative Suite, including Photoshop, Lightroom

Northeast General Requirements:

- Maintain a wholesome and healthy family life, while actively engaged as a family in Northeast ministries
- Commit to the vision of Northeast Christian Church
- Demonstrate a genuine love for people as the highest priority of ministry through communication, cooperation and personal relationships
- Exhibit a work ethic of initiative, follow-through, organization and positive attitude

Other Skills:

- Strong working knowledge/experience in developing and executing promotional videos
- Ability to work a flexible schedule, including weekends and evenings as needed
- Strong photography skills
- Copywriting skills
- Solid knowledge of SEO, keyword research and Google Analytics
- Ability to deliver top quality work in a fast-paced, deadline-oriented environment