

# SOCIAL MEDIA STRATEGIST

Flatirons Church | Marketing and Communications

## REPORTS TO:

Digital Engagement Director

## CLASSIFICATION:

FULL-TIME//SALARY//NON PASTORAL//ON-SITE//INCLUDES HOLIDAY, WEEKEND, AND EVENING HOURS.

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## WHY THIS ROLE MATTERS

Flatirons isn't just another church, and this isn't just another job. We're building something that demands attention and drives action. If you have a desire to help build a "No Matter What, No Matter Where" culture that inspires others to follow Jesus, we want to hear from you.

### RAW AND REAL. FUN. INNOVATIVE

Flatirons Church isn't looking for just another Social Media Strategist. We are looking for a passionate, high-capacity, and detail-driven Social Media Strategist to lead the growth, performance, and campaign strategy across all of Flatirons' social platforms. This role is responsible for both organic content execution and the design and optimization of paid social media campaigns. A successful candidate will bring strategic acumen, AI fluency, and platform-specific insight to help Flatirons Church reach and engage its digital audience with precision.

You'll work closely with the Digital Engagement Director and cross-functional creative teams to plan and execute content and advertising strategies across Instagram, Facebook, YouTube, TikTok, and X. You must be deeply familiar with platform trends, algorithms, and AI-enabled workflows that improve content performance and team efficiency.

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## WHAT YOU BRING

### PERSONAL QUALIFICATIONS:

- Submits your life to God and the authority of His Word.
- Model a commitment to developing the character of Christ.
- Understand and support Flatirons' vision and values; filters decisions through that lens.
- Embrace key values integral to Flatirons staff culture: integrity, honor, mission.
- Exemplify qualities core to Flatirons DNA: humility, vulnerability, authenticity, humor.
- Willingness to take calculated risks or try unconventional ideas to yield impactful results.
- Committed to continual growth—spiritual, personal, and professional—and invests in the growth of others
- Uses humor and relational connection to lead well and build a strong team culture.
- Agreement with the Flatirons Community Church Staff Lifestyle Covenant.



## PROFESSIONAL QUALIFICATIONS:

- 3–5 years of professional experience managing social media for a brand, organization, or church.
  - 1–3 years experience running paid social campaigns on Meta, YouTube, TikTok, and X.
  - Proven ability to manage and scale high-volume content calendars across platforms
  - Strong understanding of platform-specific content formats, ad objectives, and audience behavior.
  - Comfortable using AI tools to enhance creative workflows, analyze insights, and streamline output.
  - Experience with campaign planning, audience segmentation, and funnel-based social strategies.
  - Proficient with Sprout Social, Meta Business Suite, and social advertising tools.
  - Experience in a ministry or mission-aligned organization is preferred.
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## WHAT YOU'LL DO

### Organic Content Strategy

- Own and manage the monthly social content calendar (due the first week of each month).
- Ensure weekly post volume across platforms: Instagram (14), Facebook (7), YouTube (7), TikTok (7), X (14).
- Maintain a 60/40 mix: 60% ministry-aligned content, 40% brand and community content.
- Lead content planning meetings aligned with sermon series, church events, and campaigns.
- Ensure timely delivery of high-quality, on-brand posts—using AI tools to optimize output when needed.
- Monitor social platform updates, best practices, and trend shifts, adjusting strategy as needed.
- Serve as the final gatekeeper for all scheduled posts.

### Paid Campaign Strategy

- Work with the Digital Engagement Director to define campaign goals, audiences, targeting, and creative formats per platform.
  - Plan and execute paid social campaigns to support attendance, livestream growth, discipleship efforts, and community re-engagement.
  - Manage ad creation, testing, optimization, and retargeting across platforms
  - Monitor campaign performance and make agile adjustments to meet KPIs
  - Deliver a monthly performance report—including both organic and paid results—with clear insights and recommendations
  - Advise on budget allocations and campaign structure based on past performance and strategic goals
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## COMPENSATION & BENEFITS:

- **STARTING SALARY** \$60,000 - \$65,000 – We recognize the value of your skills and dedication as we work together to bring the awesome life of Christ to a lost and broken world. Our salary range is designed to reflect your expertise and commitment to our mission.
- **HEALTH COVERAGE** – Enjoy peace of mind knowing you're covered. We offer 100% paid Health, Dental, and Disability Insurance for you and your family through Flatirons. You can also customize your coverage with optional buy-up options, including voluntary insurance coverages, ensuring you're supported in every aspect of life.
- **TIME OFF** – We believe in the importance of rest and renewal. You'll receive 3 weeks of Paid Time Off (PTO) each year to recharge, plus an extra week after Christmas services so you can truly unwind and spend time with loved ones.
- **RETIREMENT** – Your future matters as we work together to share Christ's love. Take advantage of our 403(b)-retirement plan with a generous matching contribution of up to 10% of your salary, so you can plan for tomorrow, today.
- **ACADEMY DISCOUNT** – We're committed to your growth of and the growth of your family. That's why we offer a tuition discount at Flatirons Academy to develop your kids' faith and knowledge.