

CONNECTION POINTE

CHRISTIAN CHURCH

1800 North Green Street • Brownsburg, IN 46112 • cpccweb.org

JOB TITLE: Web & Social Media Specialist

MINISTRY TEAM: Communications Team

REPORTS TO: Communications Director

SUMMARY DESCRIPTION: Under the supervision of the Communications Director, the Specialist is responsible for creating, curating and managing published electronic content for social media marketing campaigns, day to day activities and website content. This role is 40 hours per week M-R with weekend responsibilities.

MAJOR RESPONSIBILITIES:

Social Media

- Oversee Connection Pointe social media strategy that is consistent with the Connection Pointe vision and remains on brand while catching the attention of our followers
- Manage and develop staff members leading ministry social media accounts
- Create social media plans, written content and graphics for accounts to engage followers and increase traffic
- Respond to social media posts appropriately and in a timely manner
- Capture and edit photos for social media at events

Online Marketing

- Manage online marketing for the church, including Facebook and Google ads
- Use data insights to create marketing plans

Website

- Manage content, both original and submitted by ministries
- Create and manage website design updates

Email

- Oversee the email strategy as set forth by the Communications Director
- Create email templates in MailChimp
- Train ministry coordinators and other users on MailChimp software

Other duties as assigned

QUALIFICATIONS:

- Has a personal relationship with Christ and committed to being part of the Connection Pointe Family
- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat Adobe) and experience with Microsoft Office Suite
- Extensive knowledge of social media management, Facebook, Twitter and Instagram.
- Experience with social media advertising
- Knowledge of HTML, CSS, Web Design
- Must be collaborative, creative, show design initiative and innovation, be able to meet deadlines and have strong communications skills (verbal and written)
- Able to be flexible with last minute changes and requests
- Strong problem solving and project management skills
- Experience with photography, DSLR cameras and photo editing

EDUCATION & EXPERIENCE:

- Associates or Bachelors Degree in communications-related field
- 2 years or more of marketing or web design experience preferred
- Or any similar combination of education and experience