

Digital Media Manager

Central Services Team | Updated January 2021



These role expectations are for a **PART-TIME** position (15-20 hours/week) with **NON-EXEMPT** status. The supervisor for this position is the **COMMUNICATIONS DIRECTOR**.

- **Season 1** (Jan-Apr)
- **Season 2** (May-Aug)
- **Season 3** (Sep-Dec)

BASIC RESPONSIBILITIES

As the Digital Media Manager for Sherwood Oaks Christian Church, no one is more qualified to lead community engagement across multiple platforms. As such you:

- Partner with the Communications Director to emphasize the Sherwood Oaks Vision Frame, ensuring communication and resources support our mission and align with our values.
- Oversee application of Fixed Policies of Communication across campuses as they relate to digital media
- Partner with ministries to highlight their wins and needs across multiple platforms
- Manage the daily posting of inspirational, aspirational, and fun content across multiple platforms
- Demonstrate a team-player attitude as you balance needs of many ministries
- Lead and manage internal and external stakeholders, volunteers, and partners to implement social media plans across campuses
- Lead a team of volunteers that manage private groups and online engagement
- Develop, with input from leaders, regular posting schedules for all platforms
- Partner with internal stakeholders to establish consistent branding standards.
- Ensure the accuracy of the website through updates, including partnering with ministries to make sure their content is relevant and timely

COMMENTS

2. DIGITAL MEDIA MANAGEMENT

Oversee and strive for excellence in the following 4 key areas:

1. Established Digital Media Management

- Platform specific posting (Primarily Facebook & Instagram)
- Appropriate use of budget dollars for targeted ads
- Increased community engagement in campus-specific groups and public pages
- Train leaders in what is appropriate to each group & platform
- Operate as the corporate voice for the church on digital media.

2. New Digital Media Implementation

- Be the leading force in establishing new digital media channels (i.e. TikTok, Pinterest Twitter, etc)
- Work with ministries to establish appropriate digital media options for their ministries
- Work with the Communications Director to engage communities through marketing and public relations channels that create trackable onramps of spiritual involvement.

3. Website Management

- Maintain accuracy of the church website and app in conjunction with the Communications Director
- Work with Communications Director to create relevant, exciting challenging content that tells the Sherwood Oaks story

4. Volunteer Engagement

- Strive to create volunteers that can create social media posts, stories and content
- Develop a team of writers & photographers

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- Below expectations
 - Meeting expectations
 - Exceeding expectations