



TEXAS BAPTISTS®

BAPTIST GENERAL CONVENTION OF TEXAS

OPEN POSITION POSTING

Opening Date: August 1, 2016

Closing Date: Until Filled

Position Title: Social Media Specialist

Department/Division: Communications

Job Type: Regular Full-Time, Exempt

Location: 7557 Rambler Road, Suite 1200, Dallas, TX 75231

BASIC FUNCTION: Promote the Convention and its ministries through the strategic conception, production and delivery of engaging multimedia content to social media platforms and the broader online presence, and train Convention ministries and churches in effective social media use.

Position description/objective: *NOTE: Some descriptions may have more specific duties and/or goals and objectives attached to this form. Such attachments normally reflect unique aspects of specific locations, shifts, departments, etc.*

- *1. Conceptualize, produce and deliver engaging multimedia content for use on social media and other websites for the promotion of the Convention and its ministries.
- *2. Produce engaging content inline with the mission, vision and values of the organization that is consistent with current industry standards and best practices.
- *3. Remain current on platforms, strategies, styles and trends within the social media field and implement new methods and techniques as needed.
- *4. Establish and measure metrics of produced social media and adapt accordingly to ensure a strategic approach to content publishing and generation.
- *5. Maintain Convention, ministry and individual social media accounts as needed through posting, reposting and engaging with other users.
- *6. Develop reusable strategies for increased growth, engagement, and conversions.
- *7. Proactively collaborate with the news, web, multimedia and other Communications team members to conceptualize, produce and deliver engaging social media content.

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- *8. Proactively collaborate with designers to produce, share and manipulate graphics for social media projects.
 - *9. Proactively collaborate with web team to integrate social media content and platforms into the Texas Baptists web site.
 - *10. Build and sustain relationships with Texas Baptists staff members through consultations and collaboration by which social media strategies and campaigns are planned and launched.
 - *11. Where needed, train Texas Baptists staff on social media best practices and in-house standards to ensure all content is consistent with style and usage guidelines.
 - *12. Attend meetings, training and continuing education courses in person and online to stay current with new trends in social media as required.
 - *13. Assist Texas Baptist churches with social media questions as time allows.
 - *14. Promptly answer phones, take messages and respond to requests for information accurately.
 - *15. Maintain compliance with Texas Baptists policies and procedures. Maintain compliance with all state and federal laws and regulatory requirements.
 - *16. Perform other duties as required.
- *Task which is considered to be an essential and primary function of the job

Required skills and experience: *NOTE: These requirements represent minimum levels in order to perform the job on a satisfactory basis. Candidates must have the ability to satisfactorily perform the essential functions of the job.*

- 1. Active membership in a church supportive of the BGCT during employment, and in-depth understanding of Baptist life and practices.
- 2. Commitment to Christian principles and teachings both professionally and personally, with an understanding and commitment to Baptist distinctives.
- 3. In-depth understanding of a comprehensive field of knowledge, generally acquired through a communications or new media degree and applicable work experience.
- 4. Applicable knowledge of story, writing, summarization, content generation, scheduling, marketing and campaign management for corporate social media platforms.
- 5. Ability to process large amounts of information, find a single compelling story and tell it persuasively through social media.
- 6. Excellent client service skills and ability to work alone, with a team, or with several teams at one time either on location or in office.
- 7. Growing knowledge of industry standards, best practices and trends in church and corporate non-profit social media use with platforms including Facebook, Twitter, Instagram, Pinterest, LinkedIn and others.
- 8. The ability to properly evaluate the effectiveness of communication tactics and adapt as needed.

9. The ability to properly counsel Texas Baptists staff members on social media needs.
10. Proficient ability to speak, read and write English. Spanish is a plus, but not mandatory.
11. Ability to speak clearly and make self understood in face-to-face interactions; to articulate with accuracy on the telephone.
12. Ability to hear and receive verbal instructions, answer phones, and proficiently communicate in situations with some background noise.
13. Ability to concentrate on fine detail with some interruption; ability to focus attention on tasks for 45-60 minutes at a time on a continuous basis.
14. Ability to understand and relate to the theories behind several related concepts; ability to remember verbal and written tasks/assignments from a few hours to long periods of time.
15. Ability to establish and maintain effective working relationships with staff, vendors, churches, committees, organizations, etc.
16. Professionalism in the workplace to include professional and accurate communication with others.
17. Proficient working knowledge and ability to use various office software including, but not limited to, Microsoft Word, Microsoft Excel, Microsoft Outlook, Photoshop, basic Internet software and video animation and editing software.
18. Ability to use up to 50 pounds of force occasionally and/or up to 20 pounds of force frequently and/or 10 pounds continuously to move objects.
19. Ability to grasp, push, pull, carry or otherwise manipulate objects; ability to perform tasks requiring action of muscles or groups of muscles and foot and/or hand-eye coordination.

CONTACT: **Human Resources**
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Texas Baptists is an Equal Opportunity Employer.