

Ministry Area: Marketing and Communication  
Role: Full-Time  
Position Title: Social Media and Digital Associate  
Accountable To: Marketing Director

### **Ministry Purpose**

The marketing 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 social media and digital 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 digital platforms. This person will also assist the marketing team with project management and maintaining marketing processes.

### **Responsibilities of the role will include:**

1. Developing and Executing social media strategy, including developing content, scheduling content releases, engaging in conversations on behalf of Northeast, and tracking/reporting Social Media content
2. Organize and maintain an editorial calendar, with posts drafted and scheduled for future publication
3. Positively reflect Northeast through voice on social media and in person
4. Researching social media trends and emerging platforms
5. Track and monitor social media engagement and post-performance
6. Assisting with the execution of large marketing plans
7. Assist with marketing team project management and processes
8. Other duties assigned as necessary

### **Required Skills:**

1. 1-3 years' experience managing multiple social media accounts across multiple platforms
2. Independent worker, who can collaborate with teams
3. Strategic thinker
4. Strong communication skills, including the ability to be creative and engaging in written communication, especially within the restrictions of social media platforms
5. Highly organized and detailed oriented. Ability to prioritize and schedule necessary projects
6. Passion for social media
7. Experience with current social media platforms and ways to advertise through them
8. Degree in Marketing, Fine Arts, Communications, PR, or Graphic Design



**Specific Requirements:**

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

**Other Skills:**

1. Experience with Adobe Creative Suite, including Photoshop, Light Room
2. Strong working knowledge/experience in developing and executing promotional videos.
3. Ability to work a flexible schedule, including weekends and evenings as needed.
4. Strong photography skills.