

CRU/ISP POSITION DESCRIPTION

Business Title: Social Media Strategist
Ministry/Team: ISP/Communications
Reports To: Marketing Director
FLSA Status: Supported or Affiliate Staff
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Approved By: Jo Anne Licht
Job Code:

MISSION: Cru is a caring community passionate about connecting people to Jesus Christ

SUMMARY DESCRIPTION OF POSITION:

We are looking for a fun, creative, and motivated individual to use our Social Media platforms to effectively attract and engage with multiple audiences, including donors, volunteers, staff, and educators.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following.

As an employee with Cru:

- Actively and intentionally grow in your Christian faith.
- Maintain a positive witness for Christ.
- Express a dependence on the Holy Spirit.
- Share, when appropriate, what God is teaching you.
- Consistently attend and participate in team/ministry devotional times and meetings.

FOR THIS POSITION:

- Build and manage ISP's social media profiles and presence, including but not limited to Facebook, Twitter, Instagram, LinkedIn, and potentially additional channels.
- Create a social media strategy jointly with the Communications Team and Marketing Director.
- Plan and coordinate the social media calendar on a monthly basis with the Marketing Director.
- Connect with our audiences using engaging, responsive, responsible, surprising, and captivating social media interactions.
- Write and design long- and short-form social media messages that attract new users and engage current users.
- Curate and create shareable content appropriate for specific audiences.
- Analyze what's working, what's not, and reinforce or refocus key messages accordingly.
- Coordinate with Cru DPS (Digital Products and Services) as needed.
- Recommend social campaigns according to ministry goals and strategy.

OTHER FUNCTIONS (Non-essential)

Demonstrate and model personal spiritual discipline and assist in the development of an environment on the team where individual team members grow in their own Christian walks.

Personal development - engage in the Staff Development process including creating and implementing a Personal Development Plan (PDP) targeting areas of growth.

Perform related duties or special projects as assigned

SUPERVISORY RESPONSIBILITIES

None

QUALIFICATIONS To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

KNOWLEDGE OF:

- Writing, editing (photo/video/text), consulting, presentation, and communication skills.
- Social networking platforms and social analytics tools, specifically their business tools/accounts.
- Digital marketing and good understanding of major marketing channels
- Graphic design software (i.e., Canva and Photoshop) and social media management platforms (i.e., Hootsuite).

ABILITY TO:

- Manage time well and plan ahead.
- Stay up-to-date on the latest social media trends and popular platforms.
- Learn and experiment with new tools and processes.
- Build strong rapport with co-workers and end users.
- Flex, adapt, and troubleshoot.

EDUCATION and/or EXPERIENCE

- Associate degree in marketing, journalism, communications or related field,
- Two (2) years of social media experience including planning and managing content.
- Active and vibrant personal on-line presence.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS/ABILITIES

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel; and talk and/or hear. The employee frequently is required to walk and sit. The employee is occasionally required to stand and reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision.

PERSONAL CHARACTERISTICS - A learner's attitude and an ability to embrace new challenges. A high level of comfort with digital technology and a desire to find new ways of using technology to reach or teach a growing audience.

As stated in the U.S. Staff Handbook, it is expected that Campus Crusade for Christ staff, as members of its Religious Missionary Order, will demonstrate a balanced, Spirit-filled Christian lifestyle and maintain biblical priorities in commitments to ministry, family, associates, personal interests and study.

FINANCIAL RESPONSIBILITIES -

Campus Crusade for Christ RMO Staff are expected to maintain a positive balance in his/her staff account, properly administer financial resources, and communicate consistently with his/her support team.

As stated in the Part-Time Field Staff Handbook, it is expected that Cru Part-time Field Staff make personal devotions a regular part of his/her daily routine and live lives that are above reproach, temperate, self-controlled, respectable, and hospitable, and act with a high level of consideration for those around him/her.

CHRISTIAN GROWTH -

It is anticipated that all employees of Campus Crusade for Christ, throughout the course of their employment, will actively seek opportunities for greater understanding, involvement, and connection with our ministry by taking part in various activities as specified by their leadership. This includes attending periodic Bible studies and other worship experiences which occur in the workplace during the workweek. Employees are also expected to actively and intentionally grow in their Christian faith and exhibit Christian character as demonstrated by their attitude, appearance, and conduct as outlined in the "Standards and Expectations" section of the employee handbook.