



JOB DESCRIPTION

DIGITAL CONTENT SPECIALIST

The Digital Content Specialist at Custer Road United Methodist Church (CRUMC) shall be a person of genuine and deepening Christian character, willing to grow as a loyal participant of a ministry team, able to work, communicate well, and cultivate trust with children, parents and other staff members.

PURPOSE: The Digital Content Specialist will primarily oversee digital online platforms for Custer Road United Methodist Church and will also work as a member of the Communications Team, telling the story of how God is at work in our midst. This person will be key to helping reinforce our mission of *helping people know the love of Jesus* and be consistent with our branding voice and guidelines.

HOURS: The Digital Content Specialist position will be governed by Custer Road UMC's Employee Handbook and is a full-time exempt position. The expected time commitment will be 40 hours a week, and may include some evenings, weekends, holidays, and/or Sunday mornings. Compensation will be commensurate with experience.

STAFF SUPERVISION: Reports to the Director of Communications.

RESPONSIBILITIES: In conformity with Custer Road's policies and procedures as well as those contained in the United Methodist Book of Discipline, the position responsibilities will include, but may not be limited to, those generally described below:

- ◆ Leading the church's social media presence. This will include creating engaging and shareable content for multiple social media platforms, while ensuring that all content conforms to Custer Road's communications standards.
- ◆ Collaborating with the Communications Team to assist with additional communication needs.
- ◆ Updating content on the church's website as needed.
- ◆ Responding and engaging with online followers in a timely manner.
- ◆ Identifying and exploring new ways to communicate and engage online.
- ◆ Providing ongoing evaluation and reporting of social media trends.
- ◆ Attend weekly staff and worship meetings, and brainstorming/planning meetings as applicable.
- ◆ Performing other related duties as assigned by the Director of Communications.

QUALIFICATIONS:

- ◆ A Christ follower
- ◆ College degree in Graphic Design, Marketing or Communications
- ◆ Engaging writing skills geared towards online audiences
- ◆ Detail-oriented and highly organized
- ◆ Ability to meet tight or shifting deadlines
- ◆ A natural self-starter and flexible multi-tasker who can work independently and thrive in a team environment
- ◆ Understanding of design principles
- ◆ Knowledge of current social media trends and tools with a willingness to learn new trends and implement change as needed
- ◆ Gifted at capturing and editing photo and video content that is creative, clear, and compelling through

multiple social media platforms (i.e., Facebook, Instagram, TikTok, and YouTube, etc.)

- ◆ Proficient knowledge of Adobe Creative Suite and WordPress in a PC or Mac environment
- ◆ Advanced knowledge of video and photo editing
- ◆ Strong team player with the ability to handle conflict with grace
- ◆ Experience with motion graphics, animation, and aftereffects
- ◆ Basic knowledge of project management tools (i.e., Asana)

TOP REASONS TO WORK WITH US:

- ◆ Custer Road is a large church that is stable and growing.
- ◆ Collaborative teams that embrace people from other cultures.
- ◆ Ministry and professional growth.
- ◆ Great workplace and ministry environment.