



## **Volunteer Position Description**

### **Social Media Content Creator**

#### **Volunteer Position Overview:**

The Social Media Content Creator is responsible for developing, implementing, and managing New Birth's social media strategy to foster community engagement, expand the church's online presence, and effectively communicate its mission, values, and events. This position will collaborate with ministry leaders to create compelling content that resonates with the congregation and broader audience.

#### **Key Responsibilities:**

##### **1. Content Creation:**

- Create and schedule engaging posts, graphics, videos, and stories for all church social media platforms (e.g., Facebook, Instagram, YouTube, Twitter).
- Writing compelling captions and posts aligned with the church's voice and mission.
- Capture and edit photos and videos during church events, services, and activities.

##### **2. Social Media Management:**

- Maintain an active and consistent posting schedule.
- Monitor and respond to comments, messages, and tags in a timely and gracious manner.
- Stay up-to-date with social media trends and platform updates to ensure effective engagement strategies.

##### **3. Collaborate with Church Ministries:**

- Work with ministry leaders to promote events, programs, and outreach initiatives.
- Coordinate with the worship and production teams to highlight sermon series, worship music, and other key aspects of church life.

#### **4. Analytics and Reporting:**

- Track social media metrics (e.g., engagement, reach, and follower growth) and provide monthly reports to leadership.
- Use analytics to refine strategies and optimize content performance.

#### **5. Brand Representation:**

- Ensure that all content aligns with the church's brand, vision, and values.
- Act as a steward of the church's online reputation, upholding its mission to reach and connect with others.

### **Qualifications**

- **Education & Experience:**

- Bachelor's degree in Communications, Marketing, Graphic Design, or related field (preferred).
- Previous experience managing social media accounts for an organization or business.

- **Skills:**

- Proficiency in social media platforms (Facebook, Instagram, YouTube, TikTok, etc.).
- Strong writing, editing, and communication skills.
- Basic graphic design and video editing experience (e.g., Canva, Adobe Creative Suite).
- Photography and videography skills are a plus.

- **Attributes:**

- Creative, detailed-oriented, and self-motivated.
- Passionate about sharing the Gospel and the mission of the church.
- Excellent organizational and time-management skills.
- Flexible and able to adapt to a fast-paced environment.

## **Work Conditions**

- Flexible hours, with availability of Sunday services, special events, and occasional evening/weekend work.
- Work may require both in-office and remotely.

## **Personal Characteristics**

- A committed Christian who supports the mission, vision, and values of the church.
  - Servant-hearted with a collaborative spirit.
  - Strong interpersonal skills with a passion for building relationships.
  - Excellent communication skills and a proactive, results-oriented approach.
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## **PROFESSIONAL VOLUNTEER**

The engagement as a Volunteer is not considered employment and the Volunteer is not entitled to any compensation or other employment benefits.

Submit resume to: [PROVOLUNTEERS@NEWBIRTH.ORG](mailto:PROVOLUNTEERS@NEWBIRTH.ORG)

Those whose qualifications most closely align with our needs will be contacted to move forward in the selection process.

No phone calls will be accepted.