

# SOCIAL MEDIA + CONTENT MANAGER

**Location:** New Birth, Lithonia, Georgia



**New Birth Missionary Baptist Church** is a vibrant and rapidly growing ministry located in Lithonia, Georgia. Dedicated to spreading the message of Jesus Christ, New Birth focuses on transforming lives through worship, fellowship, and community outreach. The church serves a diverse congregation committed to spiritual growth, social justice, and community service.

Under the dynamic leadership of Senior Pastor Dr. Jamal H. Bryant, New Birth emphasizes innovative worship experiences that blend contemporary and traditional elements, creating an atmosphere that is both spiritually uplifting and culturally relevant. Dr. Bryant's visionary leadership and passionate preaching have invigorated the congregation, fostering a community that is engaged, supportive, and mission focused.

With a rich history and a forward-looking vision, New Birth Missionary Baptist Church stands as a beacon of hope and a catalyst for positive change in the greater Atlanta area and around the world.

The church's dedication to fostering a loving, inclusive, and supportive community empowers individuals to live out their faith in meaningful and transformative ways.

## Position Summary

We're seeking a creative and strategic **Social Media + Content Manager** to lead the planning, creation, execution, and analysis of our social media and content marketing efforts. This role combines brand storytelling, audience engagement, and data-driven decision-making to grow our digital presence and support broader marketing and business goals. The omission of specific duties does not exclude them if the work is similar or related. Other duties may be required or assigned.

## Key Responsibilities

### Social Media Management

- Develop and execute a multi-platform social media strategy across Instagram, LinkedIn, Facebook, X (Twitter), TikTok, and emerging platforms.
- Manage daily publishing, community engagement, and brand voice on all social platforms.
- Monitor trends, hashtags, conversations, and competitors to identify opportunities for engagement.
- Collaborate with design and video teams to produce engaging, on-brand social content (graphics, videos, carousels, reels, etc.).
- Respond to comments and messages in a timely, brand-appropriate manner.

### Content Strategy & Creation

- Own the content calendar and ensure consistency across all platforms (social media, blog, email, etc.).
- Write, edit, and publish high-quality, SEO-optimized content including blog articles, case studies, newsletters, and landing pages.
- Collaborate with internal teams (product, sales, design) to produce content that aligns with company goals and campaigns.
- Repurpose long-form content into short-form for different platforms and audiences.

## **Analytics & Reporting**

- Track and analyze performance metrics using tools like Google Analytics, Meta Business Suite, LinkedIn Insights, etc.
- Use data to inform content decisions, improve engagement, and report on KPIs (reach, engagement, CTR, conversions, etc.).
- Prepare monthly reports with insights and recommendations.

## **Brand Management**

- Ensure all content reflects the brand voice, tone, and values consistently.
- Maintain and update brand guidelines for content and social media use.
- Support PR, events, influencer, or partnership campaigns with social and content assets.

## **Qualifications**

- 5+ years of experience in social media and/or content marketing roles.
- Proven track record of growing and engaging social media audiences.
- Excellent writing, editing, and proofreading skills.
- Strong understanding of content strategy, SEO, and analytics.
- Proficiency with tools such as:
  - Social scheduling: Hootsuite, Buffer, Later, or similar
  - Analytics: Google Analytics, Meta Insights, LinkedIn Analytics
  - Design/Video: Canva, Adobe Creative Suite, CapCut, or similar
- Ability to manage multiple projects and deadlines with attention to detail.
- Creativity, initiative, and strong communication skills.

## **Preferred Qualifications**

- Experience in [Industry – e.g., tech, lifestyle, nonprofit, education]
- Knowledge of paid social advertising (Meta Ads, LinkedIn Ads, etc.)
- Experience working with CMS platforms like WordPress or Webflow
- Familiarity with CRM/email marketing tools (e.g., HubSpot, Mailchimp, AI and more)

## **What We Offer**

- Engagement Type: Contract
- Annual Salary Range: \$50k to \$55K
- Location: On-Site / Hybrid
- Flexible work environment
- Opportunity to make a direct impact in a growing organization
- Supportive, collaborative team culture

## **How To Apply**

- Submit a Cover Letter + Resume to - [JOBS@NEWBIRTH.ORG](mailto:JOBS@NEWBIRTH.ORG)
- Calls will not be accepted