

JOB DESCRIPTION

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Position: Media & Marketing Specialist

Job Summary

We're looking for a Media Specialist to join our online engagement team and contribute immediately! You will have the opportunity to work on a variety of platforms that range from social media to email marketing, search optimization to online community management, and much more. If you have a go-getter attitude and the willingness to take on any digital media challenge thrown at you, read on to see if you might be a perfect fit for this role.

Responsibilities

- Create, edit, publish and share content to market and that creates points of connection for our community online
- Work closely with Creative Director for photo and graphic needs to enhance posts and social media presence
- Daily interaction with our online community through intentional messaging and comment and response management
- Analyze social media analytics and make improvements to increase visibility and traffic
- Lead the charge on search engine optimization (either partnering with a firm or relying on a subject matter expert for guidance)
- Be a brand ambassador for the church with Bethel's 4 core values in mind
- Maintain weekly media uploads to all web and digital marketing channels. Create a schedule to do this.
- Work with leadership to help develop, establish and maintain annual marketing strategies to meet ministry objectives
- Create and monitor email marketing campaigns to maintain relationships with both our communities

Reporting Structure

- Reports directly to Pastor, Online Engagement
- Develop a team of social media ambassadors

Requirements

- Support the mission God has given Bethel Church Philadelphia Mills and willingness to live out the culture.
- Proficient communication, grammar and organization skills
- Demonstrable social networking experience and social analytics tools knowledge
- Collaborative, flexible, goal-driven personality
- Facebook and Google advertising experience, a plus

Work Schedule

15-20 hours/week, in office Mondays (required). Other days are flexible.