



## Digital Media Manager

**Department:** Communications

**Recruited By:** Mary Katherine Hassebrock

**Reports To:** Director of Communications

**Location:** The Loop Campus

**Status:** Full Time Non-Exempt

**Proposed Employment Category:** IV

**Summary of Position:** The Digital Media Manager is a professional who plays a key role in advancing the mission, vision, and strategy of Houston's First Baptist Church through digital media platforms including, but not limited to, social media, websites, text messaging, newsletters, and digital advertising. The position works under the direction of the Director of Communications and in close collaboration with the Associate Director of Communications, the Communications Associate, and the Creative, Web, and Production teams to plan, create, and produce digital media content. The role also serves as a consultant/coach to the church staff on their digital media needs, and is the church's point person when working with external agencies on digital media projects.

**Purpose:** Digital media is a primary way Houston's First extends its message, ministry, and mission to our members, guests, and people around the globe. As we seek to fully leverage online tools and further expand our "digital footprint," the Digital Media Manager plays an essential role in the church's efforts and helping us achieve our goals.

### Duties and Responsibilities:

#### Social Media

- Manage the primary social media accounts for Pastor Gregg Matte and The Loop Campus, including content standards, planning, creation, and posting, and engaging with followers as appropriate
- Coordinate with designated campus staff members on posting of churchwide content, facilitate sharing and learning among them, and coach as needed on best practices
- Coordinate with Creative and Production to create social media content as needed
- Monitor and track social media engagement, prepare reports, perform analysis, and share data as directed
- Identify threats and opportunities in user-generated content mentioning Pastor Gregg Matte or the church
- Consult with ministries on their social media presences and coach them on best practices as needed

#### Website

- Collaborate with Web team on HoustonsFirst.org content, including the scheduling of featured stories/events
- Ensure consistency of website content with other church publications



- Recruit, train, and schedule staff members and/or volunteers to serve as online hosts during streaming worship services on Sundays or other special services as needed

#### Text Messaging

- Manage the church's short code text messaging program
- Collaborate with ministries on the management of keywords, autoreply content, and alert messages

#### Enewsletters

- Collaborate with Director of Communications to establish an ongoing newsletter format, content, and schedule
- Consult with ministries on their respective newsletters to ensure brand consistency, effectiveness, and excellence

#### Digital Advertising

- Collaborate with Director of Communications to identify and secure relevant channels for promoting the church through paid digital advertising, including social media and others
- Collaborate with Communications Associate and Creative to create related digital advertising elements as needed

#### Overall

- Function as the "go to" staff member for questions and projects related to digital media content and delivery
- Serve as a consultant/coach on digital media for campuses, ministries, departments and staff members

This job description is not all-inclusive and can be modified verbally and in writing by the position supervisor.

#### Skills Requirements: Select all that apply

☒ Language skills

☒ Math skills

☒ Reasoning ability

PC skills:

☐ Windows

☒ MS Office

☒ MS Outlook

☒ MS Excel

☒ Other: Google Docs, Google Sheets, Canva, Twitter, Facebook, Instagram

☒ Administration

☒ Service to others

☒ Teacher/Leader

☒ Good Communication skills

☒ Team builder

☒ Self-disciplined

☒ Servant leader

☒ Decision maker

☒ Strong work ethic



# HOUSTON'S FIRST

BAPTIST CHURCH

☒ Empathy for ministry partners      ☒ Attention to detail

☒ Other: Copywriting, Copy editing, Graphic design, Photography, Video editing

## Education and/or Experience: Select all that apply

☒ College graduate preferred      ☐ Administrative Experience      ☒ Personnel Management

☒ Church Staff experience preferred      ☒ Other: Degree in marketing, journalism, communication, or related field

## Organizational Relationships: Reports to Director of Communications

## Working Conditions: Select all that apply

☒ 40 hour work week      ☒ Additional hours as needed      ☒ Occasional off campus activities

☐ Continuing Education      ☐ Specialized training      ☐ Occasional travel

☐ Other: Click here to enter text.

## Contact:

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