



Social Media Specialist

Updated June 2020

Classification: Permanent; up to 20 hours per week

Educational Requirements: Bachelor's degree in English, Journalism, Communications, or related field or comparable professional experience

Employee:

Supervisor: Connections Director

Position Overview

The Social Media Specialist will create and monitor all aspects of social media for Legacy UMC. This person will work closely with the Connections Director, Technical Director, and other departments to produce relevant, engaging, timely social media content on all LUMC platforms. The Social Media Specialist will report to the Connections Director. This position is approximately 15 - 20 hours per week.

Key responsibilities:

- Working from the main LUMC event calendar, implement and circulate content on LUMC App, web page, all LUMC social media platforms, including Facebook, Twitter, and Instagram
- Be available during at least one service per weekend to capture and package relevant content from LUMC sermons
- Responsible for creating, editing, and posting of all communications on social media
- Be available for rapid response to inquiries and conversations on all social media channels
- Be available to monitor content on all channels regularly
- Assist LUMC campus locations and departments with social media needs and provide campus-specific social media content
- Post sermons weekly to Podcast, Vimeo and CATV

Required Qualifications and Skills:

- Desire and passion to serve Christ in the local church
- Excellent communication skills – verbal, visual, written, and relational
- Early adopter and enthusiast of social media applications and technologies
- Demonstrated familiarity with all popular social media channels with a strong understanding of different types of messaging
- Highly organized and communicative
- Solid knowledge of social media industry trends and analytic tools
- Very creative with an eye for creativity. Attention to detail and accuracy, even on time-sensitive projects
- Strong problem-solving and organizational skills

- Flexibility to plan and work on multiple projects simultaneously; effectively manage time and prioritize workload
- Ability to turn around projects on short timelines
- Be a great team player who thrives on providing timely, high-quality support for the various departments and ministries within LUMC
- Flexible schedule and ability to travel to LUMC campuses and events
- Customer service-related experience a plus

Legacy's Values and Staff Expectations

As Pastors and Staff of Legacy United Methodist Church, we set the pace by modeling the Christian life for our congregation and help shape the heart and character of this church. We must do our best to live out in and out of the church: **Radical Hospitality**, welcoming and blessing all people God brings into your life. **Passionate Worship**, attending worship every week, in person whenever possible. **Authentic Faith Sharing**, sharing Jesus in word and in deed. **Intentional Faith Development** committing to spiritual growth and life group participation. **Extravagant Generosity**, contribute financially with the tithe being the target towards a lifestyle of generosity, and **Risk-Taking Mission & Service**, serving in hands-on ways to build the Kingdom.

We embody our church's values. These values guide our staff toward a vigorous pursuit of the Christian life and effective service. The staff expectations (in abbreviated form) are to be **Christ Centered**, through actions and words. We are **Committed**, to produce quality work and take personal responsibility to serve others and cultivate volunteers. We are **Courageous**, as we approach challenges with optimism, flexibility and creativity. We are **Compassionate**, encouraging, humble, and gracious, even when under stress. And we are **Continually Improving**, as we set high expectations to improve ministry and self.

We know with God's help, we can pursue and achieve the highest standards of holy living, building a Christ-Centered staff culture and setting the pace for the church.

Send a copy of your resume, cover letter and two examples of your social media work in PDF to Pastor Donald Dinger, Executive Pastor at don@legacyumc.org