

## THE VISION

Brentwood United Methodist Church is tucked in the heart of Brentwood, TN surrounded by breathtaking views and a picturesque steeple. Our staff strives to support one another by working toward a common goal that values our community and helps to make disciples of Jesus Christ for the transformation of the world.

## THE OPPORTUNITY

Under direction of Creative Director, the Digital Content Coordinator manages daily operations of activities relating to digital content to share the story and mission of Brentwood UMC to congregation and community. Developing and managing content, search engine optimization (SEO), and analytics for digital platforms is a valuable communication tool for the Brentwood UMC community.

## THE WHY

- 403b + matching
- MAC equipment provided
- PTO and Vacation Days

## THE DAY TO DAY

*This job will require primarily on campus M-F interaction.*

### DIGITAL CONTENT DUTIES

- Understand creative concepts as defined in Creative Brief and bring them to life through outstanding product design
- Keep current in digital marketplace trends bringing creative ideas to the Communication Team meetings
- Develop and manage content for web pages and social media posts
- Create and oversee occasional Facebook advertising campaigns for church events; monitor analytics, measure responses, and optimize accordingly
- Keep track of local/national/international dates and holidays to engage in online community building
- Optimize web content, including site architecture, URL structures, title tags, header tags, and copy for maximized indexing and keyword relevancy
- Manage church-wide marketing platforms to ensure content is creative and current through the year
- Manage social media editorial calendar and pitch weekly content calendars to Creative Director based on current campaigns and weekly communication needs; develop social media strategy for various church wide campaigns

- Create and distribute weekly online newsletters and daily email devotional • Manage online worship page and keep up to date with relevant content; update and publish YouTube sermon videos for online worship page
- Upload weekly sermon audio and video to church web page; upload sermon audio for various podcasting platforms
- Manage weekly in-building TV slides
- Create artwork and posts for email templates and social media outlets in collaboration with Graphic Designer
- Day-to-day contact to generate new web pages, update current pages, assign web navigation, and resolve problems
- Maintain online relationships on Facebook, Instagram, and Twitter by replying to comments and messages as needed

## **THE REQUIREMENTS**

### **Competencies**

- High level of competency in MAC-based Microsoft Office software, Adobe Creative Cloud Suite (CC Suite), content management systems (CMS), search engine optimization (SEO), Google Analytics, WordPress, MailChimp, and other social media platforms with ability to learn computer programs quickly and use them
- Enjoys a team environment and is service-oriented

### **Education and Experience Requirements**

- Bachelor's degree in digital marketing, public relations, journalism, or related field
- Two (2) – three (3) years of related experience
- Photography and photo editing experience a plus • Understanding of Donald Miller's StoryBrand a plus

## **THE INTERVIEW PROCESS**

- Candidates who meet the required experience above will be asked to share their portfolio of "best work examples" via email. This work will be submitted to the Communications Director.
- After looking through portfolios we will set up an interview with candidates who meet the needs of the position.
- Those who do not meet the required experience above will not have an opportunity to move forward.
- All candidates will be notified if they are or are not moving forward.