

Position Type: Non-Exempt
Category: Regular, Full-time position (40 hours/week)
Classification: F
Reports to: Creative Director

Summary/Objective

The Content Specialist is a creative storyteller and proactive communicator capable of utilizing a variety of media – social media/video, written stories, website copy, email, newsletters, graphics, and booklets – to deliver and manage compelling content across platforms sharing the story and mission of Brentwood UMC to congregation and community.

Essential Functions

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are a representative of the knowledge, skills and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

ResponsibilitiesGENERAL DUTIES

- Understand creative concepts as defined in Creative Brief and bring them to life through outstanding product design
- Manage church-wide marketing platforms to ensure content is creative and current through the year
- Keep current in digital marketplace trends bringing creative ideas to the Communication Team meetings
- Keep track of local/national/international dates and holidays to engage in online community building
- Create artwork and posts for email templates and social media outlets in collaboration with Graphic Designer
- Manage weekly in-building TV slides to display announcements and promote upcoming events and services
- Coordinate and manage the development and production of communication materials such as weekly email announcements, seasonal events and services, and online communications
- Attend Communications Team meetings participating in brainstorming sessions to generate ideas, assist in project development, and report on status of projects

CONTENT DUTIES

- Develop and manage content for social media posts
- Create and oversee occasional Facebook advertising campaigns for church events; monitor analytics, measure responses, and optimize accordingly
- 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
- Maintain online relationships on Facebook, Instagram, and Twitter by replying to comments and messages as needed
- Assist with content writing and proofing of copy for print projects

WEBSITE DUTIES

- Develop and manage content for web pages
- Optimize web content, including site architecture, URL structures, title tags, header tags, and copy for maximized indexing and keyword relevancy
- Day-to-day contact to generate new web pages, update current pages, assign web navigation, and resolve problems
- 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

Competencies

- High level of competency in MAC-based Microsoft Office software, Adobe Creative Cloud Suite (CC Suite), Canva, 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
- Excellent written, verbal, client-facing, and internal communication skills
- Excellent organizational skills with strong attention to detail and accuracy and the passion for storytelling
- Ability to work independently, multi-task, prioritize, and manage time
- Adaptable and flexible in a changing work environment while approaching tasks and duties with a positive attitude
- Ability to handle sensitive information with the highest degree of integrity and confidentiality
- Self-starter who takes initiative and anticipates needs of the department
- 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/video editing experience a plus
- Understanding of Donald Miller's StoryBrand a plus

Supervisory Responsibility

This position does not have supervisory responsibilities.

Work Environment

This job operates in an office setting that involves everyday risks or discomforts requiring normal safety precautions. environment. This position routinely uses standard office equipment.

Physical Demands

While performing the duties of this job, the employee will be in an office environment. Position can be sedentary and is required to talk, see, hear, stand, walk, and sit. Employee must occasionally lift or move office supplies or other items up to 25 pounds.

Expected Hours of Work

Days and hours of work are Monday – Friday, 40 hours per week. Occasional evening and weekend work required. This position may qualify for occasional remote work based on Brentwood UMC Remote & FlexWork Schedule Policy with approval from supervisor.

Travel

Travel is primarily local during the business day, although some out-of-the area and overnight travel may be expected.

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified.