

# Harbor Church Part-Time Social Media Manager

**Department:** Creative / Communications

**Reports To:** Communications Director

**Status:** Part-Time Contract, flexible with Tuesday morning and Sunday availability

## **Position Summary**

The Social Media Manager will lead and execute our church's social media presence to help communicate our mission, engage our congregation, and reach our community. This role will organize and equip a volunteer media team, gather and edit photo/video content, create engaging digital storytelling, and collaborate closely with the Creative Team to ensure consistent branding and messaging across all platforms.

This person should be both creative and organized—able to think strategically while managing details and deadlines.

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## **Key Responsibilities**

### **1. Social Media Strategy & Execution**

- Develop and maintain a social media content calendar
- Create engaging, mission-aligned content (graphics, short-form video, captions, stories)
- Post and manage content across platforms (e.g., Instagram, Facebook, YouTube, etc.)
- Monitor engagement and respond to comments/messages appropriately
- Track analytics and be ready to provide performance reports
- Maintain consistent voice, tone, and branding

### **2. Volunteer Media Team Leadership**

- Recruit, schedule, and organize volunteer photographers/videographers
- Provide basic training and clear expectations
- Create Sunday capture shot lists
- Ensure timely collection and organization of media assets
- Foster a healthy, encouraging team culture

### **3. Photo & Video Content Creation**

- Capture photo and video content during services and events (as needed)
- Edit photos and short-form videos for web and social media use
- Archive and organize digital assets in shared storage

#### **4. Collaboration with Creative Team**

- Work alongside creative team and ministry leaders to promote events and initiatives
- Participate in biweekly creative meetings
- Align messaging with sermon series and church-wide campaigns
- Ensure brand consistency across all platforms

#### **5. Online Presence Management**

- Maintain profile accuracy and visual consistency
- Update highlight reels and pinned posts
- Ensure event promotions are timely and clear
- Help manage online reputation through thoughtful engagement

### **Qualifications & Skills**

#### **Required Skills**

- Strong eye for design, photography, and composition
- Basic to intermediate video editing skills
- Excellent written communication (engaging captions and storytelling)
- Strong organizational and time-management skills
- Ability to lead and motivate volunteers
- Self-starter with the ability to meet deadlines without micromanagement
- Understanding of social media trends and platform best practices

#### **Preferred Experience**

- 1–3 years of social media management or digital marketing experience
- Experience leading volunteers or creative teams
- Familiarity with short-form vertical video strategy

#### **Software & Technical Proficiency**

Candidates should be familiar with or willing to quickly learn:

#### **Social Platforms**

- Instagram
- Facebook
- YouTube
- TikTok (preferred)
- Meta Business Suite

#### **Design & Editing**

- Adobe Creative Suite (especially Photoshop, Lightroom, Premiere Pro)
- Canva (Pro level preferred)
- CapCut (or similar mobile editing tools)

## **Photography & Media**

- DSLR operation
- Basic lighting principles
- Audio fundamentals for video capture

## **Key Competencies**

- Creative storyteller
- Strategic thinker
- Detail-oriented
- Team builder
- Digitally fluent
- Adaptable and responsive

## **Work Schedule Expectations**

- Weekly Tuesday morning and Sunday availability
- Availability for special events
- Flexible weekday hours

## **Success Metrics**

- Growth in engagement (not just followers)
- Consistency in posting and brand alignment
- Strong volunteer retention and morale
- Clear, compelling digital storytelling that reflects church life

To apply, please submit your resume, cover letter, and portfolio or relevant account links to [hr@harborchurch.com](mailto:hr@harborchurch.com)