

HOLY TRINITY LUTHERAN CHURCH

COMMUNICATION & SOCIAL MEDIA ASSOCIATE (Part-Time)

Position Summary

This position will focus on digital and social media communications to inform and invite community engagement through online platforms such as Meta Business Suite, YouTube, and digital communications. The main objectives will be to work with leadership to develop and maintain ministry objectives, strengthen connections, and expand Holy Trinity Lutheran Church's invitation through community engagement. The ideal candidate is driven by a desire to create and communicate through storytelling and digital messaging, the spirit-filled life of Holy Trinity Lutheran Church. Will be a collaborative team member who develops and follows a plan for communicating content. Is organized and coordinates the collection of digital images for collaboration and easy reference. Proactively creates and publishes content timely. Researches trends, develops and executes social media strategies. Beyond the expected creative and technical acumen, the Communication & Social Media Associate supports the church leaders and fosters an environment for the ministry of the Gospel of Jesus Christ.

Supervision

The Communication & Social Media Associate reports to the Pastor of Holy Trinity Lutheran Church, and is accountable to Holy Trinity Staff, the Church Council, the Staff Relations Committee, and the congregation.

Essential Functions

70% - Creates, builds, implements, or updates digital and written content to manage website, newsletter, event materials, and social media platforms, including (but not limited to) Facebook, Instagram, and YouTube. Expand outreach through appropriate social media sites to increase awareness, lead engagement, and achieve outreach goals. Maintains continuity of themes, designs layout, streamlines navigation, and increases online presence. Serves as a web and digital content administrator by collaboratively managing and/or organizing updates and all relevant compliance tasks. Maintains design files, photos, logos, and records, keeping track of deadlines and communicating the progress.

15% - Works in tandem with other colleagues to visually communicate messaging or campaigns. Collaborates with key stakeholders, committees, and ministry groups to plan and execute monthly, quarterly, or annual publication strategies to meet ministry objectives. Develops engaging, relevant content and creates consistent written and visual messaging that honors the church and its mission. Attends worship and church activities, participates in or facilitates meetings to collect and deploy communication materials; builds and executes outreach strategies.

10% - Proficient in analytic tools to monitor, analyze key metrics, and optimize outreach efforts on data-driven insights used to include in timely and scheduled reports. Researches industry standards, trends, best practices, and emerging technologies; makes recommendations for implementation.

5% - Performs other duties as assigned commensurate with the overall role.

Minimum Qualifications

- College degree or an equivalent combination of education and relevant experience in digital media management, public relations, communications, information technology, graphic design, digital media and production, or related fields.
- Ability to honor the mission of Holy Trinity Lutheran Church and the love of God.
- Demonstrable social networking experience and social analytics tools knowledge.
- Ability to maintain responsive and consistent communication with internal and external stakeholders in a timely manner.
- Capable of creating professional and attractive graphics using software such as Adobe Creative Suite, Canva, or video editing software.
- Ability to work with people of different ages, backgrounds, and spiritual maturity levels.
- Ability to prioritize, coordinate, manage projects, follow through, as well as work independently and in cross-departmental or ministry teams in a deadline-driven environment.

Desired Qualifications

- Fluency with social media and website building or editing using Wix or similar website builder(s).
- Excellent written and graphic communication skills.
- Strong attention to detail, creativity, and knowledge of information technology.
- Ability and flexibility to innovate social media videos, or sermon highlights, and effectively communicate information.
- Experience with photography, including printing and editing techniques.
- Community scheduling and flexibility to schedule changes.
- Experience monitoring and tracking analytics such as YouTube Analytics, the effectiveness of social media strategy, and providing updates.
- 1+ years of work experience in a related Christian church, Ministry, or Non-Profit organization.

Special Working Conditions

- May require prolonged periods of sitting or standing.
- May be required to work off site, in a remote, or hybrid status.
- Must be able to pass a background check and obtain an Arizona Class One Fingerprint Clearance Card if requested.
- May be required to lift or carry up to 15 lbs unassisted.

Schedule

Must have the flexibility to attend weekly/monthly meetings and occasional church events. Establishing a consistent, hybrid workweek schedule may be considered based on a 10-hour workweek.

Compensation

Weekly Rate: \$170 - \$200 (DOE)

How to Apply

- Applicants are required to submit a resume showing how the applicant meets the minimum and desired qualifications.
- Must include a portfolio or other method of sharing examples of your design work or any other examples of work to show your relevant skills. Examples should include explanations of your role in or contribution to the work.
 - Resumes may be submitted to: Staffing4HT@gmail.com.
First review: February 17, 2025.
- The position is open to all interested applicants who can pass a background check and obtain an Arizona Class One Fingerprint Clearance Card if requested.

Posting Close Date: *Open until filled*

- First review: *February 17, 2025.*

Start Date

As soon as possible based on availability. Requires flexibility to attend weekly staff meetings and occasional church events. Consideration may be given to establishing a consistent hybrid workweek schedule.