

# The Father's House - Social Media Director Job Description

## WHAT

*Title and one sentence of position*

**Social Media Director:** Develop and lead a community of photographers and social media curators to capture and tell stories through engaging, dynamic, artistic, professional and cutting edge use of the Father's House Social Media feeds

## WHERE

*Campus, Department, etc*

Central Staff Member

## PROFILE

*List the qualities needed to fulfill this position.*

1. Loves Jesus and is pursuing a life of Full Surrender.
2. Team builder capable of leading an interdependent community of photographers and story tellers who curate our social media feeds
3. Skilled in promotion and marketing using Social Media to get the message of TFH to the community
4. Attend and serve at The Father's House
5. Effective written and communication skills with attention to artistic and content details

## WHO

*List the people that this staff and volunteers manages and reports to*

1. Reports to Communication Director
2. Leads volunteers from all campuses

## WHEN

*Describe the typical work week for this role*

SUN	MON	TUE	WED	THU	FRI	SAT
7:00-2:00	9:00am - 5:00pm	9:00am - 5:00pm	9:00am - 5:00pm	12:00 -9:00pm		

## HOW

*List the general responsibilities this person oversees. Not specific tasks.*

1. Capture and tell stories through engaging, dynamic, artistic, professional and cutting edge use of social media
2. Build and lead a community of volunteer photographers and story tellers who curate our social media feeds
3. Build a strong digital brand and presence online via all TFH Social Media feeds
4. Coordinate a broad range of topics and communicates that adapts to the ministry seasons and priorities of the church
5. Ensures that all communication is clear, compelling and effectively aligned with the TFH mission and values.

## METRICS

*List the measurables that would indicate a "win" in this role.*

1. Develop a comprehensive framework and strategy for effective Social Media communication and presence across all feeds
2. Develop 7 posts per social media feed per week as a minimum
3. Ensure wide reaching promotion across all feeds for each upcoming event
4. Lead a team of photographers and social media volunteers who will post live updates on relevant feeds as church events are happening
5. Tells at least 3 stories per week of live change and spiritual formation across the TFH feeds