|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | The Father's House - Social Media Director Job Description                                                                                                                                                                 |                                                                                                                                                                                                                                              |                                                                                                                                                                                         |                                                                                                      |                                                      |                |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------|----------------|--|
| WHAT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Title and one sentence of position                                                                                                                                                                                         |                                                                                                                                                                                                                                              |                                                                                                                                                                                         |                                                                                                      |                                                      |                |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | tor: Developand lead a<br>ofessional and cutting                                                                                                                                                                           |                                                                                                                                                                                                                                              |                                                                                                                                                                                         | •                                                                                                    | ire and tell stories thro                            | ough engaging, |  |
| WHERE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Campus, Deparment, etc                                                                                                                                                                                                     |                                                                                                                                                                                                                                              |                                                                                                                                                                                         |                                                                                                      |                                                      |                |  |
| Central Staff Membe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | ?r                                                                                                                                                                                                                         |                                                                                                                                                                                                                                              |                                                                                                                                                                                         |                                                                                                      |                                                      |                |  |
| PROFILE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | List the qualities needed to                                                                                                                                                                                               | o fulfill this position.                                                                                                                                                                                                                     |                                                                                                                                                                                         |                                                                                                      |                                                      |                |  |
| <ol> <li>Team builder capa</li> <li>Skilled in promoti</li> <li>Attend and serve</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | pursuing a life of Full<br>able of leading an inter<br>on and marketting usin<br>at The Father's House<br>nd communication skil                                                                                            | rdependent commun<br>ng Social Media to ge                                                                                                                                                                                                   | et the message of TFH                                                                                                                                                                   | to the community                                                                                     | curate our social medi                               | a feeds        |  |
| WHO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | List the people that this staff and volunteers manages and reports to                                                                                                                                                      |                                                                                                                                                                                                                                              |                                                                                                                                                                                         |                                                                                                      |                                                      |                |  |
| 1. Reports to Comm                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | unication Director                                                                                                                                                                                                         |                                                                                                                                                                                                                                              |                                                                                                                                                                                         |                                                                                                      |                                                      |                |  |
| 2. Leads volunteers WHEN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | from all campuses<br>Describe the typical work v                                                                                                                                                                           | week for this role                                                                                                                                                                                                                           |                                                                                                                                                                                         |                                                                                                      |                                                      |                |  |
| <b>SUN</b><br>7:00-2:00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>MON</b><br>9:00am - 5:00pm                                                                                                                                                                                              | <b>TUE</b><br>9:00am - 5:00pm                                                                                                                                                                                                                | <b>WED</b><br>9:00am - 5:00pm                                                                                                                                                           | <b>THU</b><br>12:00 -9:00pm                                                                          | FRI                                                  | SAT            |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | HOW List the general responsibilities this person oversees. Not specific tasks.                                                                                                                                            |                                                                                                                                                                                                                                              |                                                                                                                                                                                         |                                                                                                      |                                                      |                |  |
| HOW                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                            |                                                                                                                                                                                                                                              |                                                                                                                                                                                         |                                                                                                      |                                                      |                |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | tories through engagir                                                                                                                                                                                                     | ng, dynamic, artistic, µ                                                                                                                                                                                                                     | professional and cuttir                                                                                                                                                                 | ng edge use of social                                                                                | media                                                |                |  |
| 1. Capture and tell s<br>2. Build and lead a c                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | ommunity of voluntee                                                                                                                                                                                                       | r photographers and                                                                                                                                                                                                                          | story tellers who cura                                                                                                                                                                  |                                                                                                      |                                                      |                |  |
| 1. Capture and tell s<br>2. Build and lead a c<br>3. Build a strong dig                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | ommunity of voluntee<br>ital brand and presenc                                                                                                                                                                             | er photographers and<br>the online via all TFH So                                                                                                                                                                                            | story tellers who cura<br>ocial Media feeds                                                                                                                                             | te our social media fe                                                                               | eds                                                  |                |  |
| <ol> <li>Capture and tell s</li> <li>Build and lead a c</li> <li>Build a strong dig</li> <li>Coordinate a broad</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | ommunity of voluntee<br>ital brand and presenc<br>id rand of topics and co                                                                                                                                                 | er photographers and<br>re online via all TFH Sc<br>ommunicates that ad                                                                                                                                                                      | story tellers who cura<br>ocial Media feeds<br>apts to the ministry se                                                                                                                  | te our social media fe                                                                               | eds<br>of the church                                 |                |  |
| <ol> <li>Capture and tell s</li> <li>Build and lead a c</li> <li>Build a strong dig</li> <li>Coordinate a broad</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | ommunity of voluntee<br>ital brand and presenc                                                                                                                                                                             | er photographers and<br>re online via all TFH Sc<br>ommunicates that ad                                                                                                                                                                      | story tellers who cura<br>ocial Media feeds<br>apts to the ministry se                                                                                                                  | te our social media fe                                                                               | eds<br>of the church                                 |                |  |
| <ol> <li>Capture and tell s</li> <li>Build and lead a c</li> <li>Build a strong dig</li> <li>Coordinate a broat</li> <li>Ensures that all constraints</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | ommunity of voluntee<br>ital brand and presenc<br>ad rand of topics and co<br>ommunication is clear, o<br><i>List the measurables that</i> w                                                                               | er photographers and<br>the online via all TFH Sc<br>communicates that ad<br>compelling and effec<br>would indicate a "win" in th                                                                                                            | story tellers who cura<br>ocial Media feeds<br>apts to the ministry se<br>tively aligned with the<br>nis role.                                                                          | te our social media fe<br>easons and priorities o<br>TFH mission and val                             | eds<br>of the church<br>ues.                         |                |  |
| <ol> <li>Capture and tell s</li> <li>Build and lead a c</li> <li>Build a strong dig</li> <li>Coordinate a broat</li> <li>Ensures that all compares that al</li></ol> | ommunity of voluntee<br>ital brand and presence<br>ad rand of topics and co<br>ommunication is clear, o<br><i>List the measurables that</i> w<br>ehensive framework an                                                     | er photographers and<br>the online via all TFH Sc<br>communicates that ad<br>compelling and effect<br>would indicate a "win" in the<br>nd strategy for effecti                                                                               | story tellers who cura<br>ocial Media feeds<br>apts to the ministry se<br>tively aligned with the<br>nis role.                                                                          | te our social media fe<br>easons and priorities o<br>TFH mission and val                             | eds<br>of the church<br>ues.                         |                |  |
| <ol> <li>Capture and tell s</li> <li>Build and lead a c</li> <li>Build a strong dig</li> <li>Coordinate a broat</li> <li>Ensures that all company</li> <li>METRICS</li> <li>Develop a company</li> <li>Develop 7 posts p</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | ommunity of voluntee<br>ital brand and presence<br>ad rand of topics and co<br>pmmunication is clear, of<br><i>List the measurables that w</i><br>when sive framework an<br>per social media feed po                       | er photographers and<br>the online via all TFH Sc<br>communicates that ad<br>compelling and effec<br>would indicate a "win" in the<br>nd strategy for effection<br>er week as a miminur                                                      | story tellers who cura<br>ocial Media feeds<br>apts to the ministry se<br>tively aligned with the<br><i>nis role.</i><br>ive Social Media comm                                          | te our social media fe<br>easons and priorities o<br>TFH mission and val                             | eds<br>of the church<br>ues.                         |                |  |
| <ol> <li>Capture and tell s</li> <li>Build and lead a c</li> <li>Build a strong dig</li> <li>Coordinate a broad</li> <li>Ensures that all control</li> <li>METRICS</li> <li>Develop a comprise</li> <li>Develop 7 posts p</li> <li>Ensure wide react</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | ommunity of voluntee<br>ital brand and presence<br>ad rand of topics and co<br>ommunication is clear, o<br><i>List the measurables that w</i><br>ehensive framework an<br>er social media feed po<br>ning promotion across | er photographers and<br>te online via all TFH Sc<br>ommunicates that ad<br>compelling and effec<br>would indicate a "win" in th<br>nd strategy for effecti<br>er week as a miminur<br>all feeds for each up o                                | story tellers who cura<br>ocial Media feeds<br>apts to the ministry se<br>tively aligned with the<br>mis role.<br>Ive Social Media comm<br>m<br>coming event                            | te our social media fe<br>easons and priorities o<br>e TFH mission and valu<br>nunication and presen | eds<br>of the church<br>ues.<br>nce across all feeds |                |  |
| <ol> <li>Capture and tell s</li> <li>Build and lead a c</li> <li>Build a strong dig</li> <li>Coordinate a broad</li> <li>Ensures that all company</li> <li>METRICS</li> <li>Develop a company</li> <li>Develop 7 posts p</li> <li>Ensure wide react</li> <li>Lead a team of phone</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | ommunity of voluntee<br>ital brand and presence<br>ad rand of topics and co<br>pmmunication is clear, of<br><i>List the measurables that w</i><br>when sive framework an<br>per social media feed po                       | er photographers and<br>the online via all TFH Sc<br>communicates that ad<br>compelling and effec<br>would indicate a "win" in the<br>nd strategy for effection<br>er week as a miminur<br>all feeds for each up of<br>al media volunteers w | story tellers who cura<br>ocial Media feeds<br>apts to the ministry se<br>tively aligned with the<br>nis role.<br>ive Social Media comm<br>n<br>coming event<br>ho will post live updat | te our social media fe<br>easons and priorities o<br>e TFH mission and valu<br>nunication and presen | eds<br>of the church<br>ues.                         | appening       |  |