



## **Social Media Manager**

### Job Description

### **Position Summary**

The Social Media Manager is responsible for developing and executing the social media strategy for the Communications Team, ensuring alignment with the core beliefs and values of World Outreach Church. This role provides leadership in content planning, publishing, and community engagement across all social media platforms. The Social Media Manager collaborates cross-functionally to amplify ministry initiatives, drive audience growth, and foster meaningful digital engagement. This position reports directly to the Director of Communications.

### **Who We Are**

World Outreach Church is an interdenominational congregation of over 15,000 congregants in Murfreesboro, Tennessee. It began over 40 years ago with less than 30 people and has been under the leadership of Pastor Allen Jackson since 1989. Through our in-person services, gatherings, and events, as well as the use of online streaming, television, radio, podcasts, and other resources, our mission is to help people become more fully devoted followers of Jesus Christ. Learn more at [wochurch.org](http://wochurch.org) and [allenjackson.com](http://allenjackson.com).

### **Job Duties & Responsibilities**

- Lead and manage social media platforms, including content strategy, scheduling, and publishing content across a variety of platforms in conjunction with the Director of Communications.
- Oversee content creation efforts by organizing and directing task lists for content creators, ensuring consistency and quality.
- Develop and implement strategies to increase engagement, reach, and audience growth across all platforms.
- Monitor and manage community engagement, including comment moderation and responses to messages, ensuring timely and appropriate interaction.

- Oversee moderation of live chat during online services, including scheduling team rotations and ensuring coverage for evenings and weekends.
- Direct live-content creation during weekend services, including capturing, posting, and optimizing real-time content.
- Lead, mentor, and support social media team members, fostering a collaborative and productive work environment.
- Collaborate with internal teams to ensure all church-wide communications and initiatives are effectively promoted.
- Analyze performance metrics and track key performance indicators (KPIs), using insights to guide decision-making and improve results.
- Research, develop, and implement new social media strategies to enhance effectiveness and innovation.
- Oversee management of media assets, timelines, and project files. With consideration of your job requirements and other skills, this job description can be added to or taken away from at the discretion of your immediate supervisor
- In addition to the responsibilities listed above, continual growth and spiritual development is required and will look different over time and for each person.

## **Job Skills & Requirements**

- Bachelor's degree in Marketing, Strategic Communications, or related field (or equivalent experience) with 5+ years of relevant experience.
- Demonstrated experience leading and managing social media platforms and digital campaigns that inform, engage, and grow audiences
- Knowledge of website analytics tools (e.g., Google Analytics) and the ability to interpret data to inform strategy
- Willingness to take direction, grow, and learn new techniques and tools
- Ability to work independently while managing multiple projects and meet tight deadlines
- Excellent organizational and problem-solving skills with strong attention to detail
- A team-oriented attitude with a collaborative spirit and a passion for sharing faith through creative content
- Ability to maintain confidentiality and uphold high professional and ethical standards
- Engage with World Outreach Church congregational life and events
- Attend and contribute to required meetings, providing updates and strategic input

- Able to sit for prolonged periods of time; lift and carry up to 25 pounds; quickly maneuver to set up and use media equipment; bend, stoop, and squat, as needed
- Willingness to work weekends and events, as needed
- Regular and timely attendance in office required

## **Terms**

Regular, Full-Time, Ministerial Exception

Monday-Friday, 8:00 am – 5:00 pm (Occasional weekend assignments)