



# Olivet New Church

*Spiritual Education for the Whole Family*

## **WEBSITE/SOCIAL MEDIA MANAGER**

### **Part-Time Contract, Starting May 1, 2021**

The Website/Social Media Manager will maintain the website and support social media content for Olivet New Church, with a focus on growing the reach of Olivet and its engagement within its digital communities. In addition, the Website/Social Media Manager will help implement the visual brand of Olivet through our social channels. He/she will work in collaboration with the pastors and other team members, to thoroughly understand Olivet’s message, to develop social media strategy and ensure alignment across all platforms.

### **Key responsibilities and expectations include but are not limited to the following:**

- Updating church website with new written/blog content and photos, creating video (with pastoral input)
- Improving donations page on church website/adding online portal for donations
- Strategizing how to reduce bounce rate on website
- Adding more content/photos to Facebook page and diverting queries to church office
- Creating visual content for website and Facebook on upcoming programs and events at Olivet
- Assisting with posting YouTube service videos/pictures
- Solidifying consistent “brand identity” for Olivet’s YouTube videos
- Maintaining back-end activity for YouTube videos: tags, search optimization, etc.
- Reporting regularly on Google analytics with conclusions, observations and recommendations to ensure the best opportunities for success and continuous growth
- Managing Google Ads and Creating new ad campaigns
- Defining comprehensive social media strategies to increase visibility, engagement, and traffic to on/offline destinations
- Staying informed of new technological developments and recommending innovative ways of using the platform for our church
- Troubleshooting issues

### **Key Qualifications and Requirements**

- Related Bachelor's degree or Chartered Marketer designation preferred
- Familiar with WordPress, video editing, social media & project management software, Google analytics, email marketing, etc.
- At least 3 years of experience in leading social media strategies for an organization; non-profit experience a plus
- Experience creating promotional content including videos and webpages
- Attention to detail and strong organizational and planning skills
- Outstanding written, oral and interpersonal communication skills (including strong written grammar skills)
- Keen willingness to fully understand the message and mission of the church to inform online content is essential

### **Work Location:**

Primarily remote, with onsite meetings as required	Site also houses a small private, Christian school
Position reports to Olivet Board of Directors	Job initially entails 12hrs/month serving one location, with the possibility of expanding considerably, to serve affiliate organizations.

### **COVID-19 Precautions:**

Onsite social distancing and masking guidelines in place	Sign-in & out procedures for contact tracing as necessary
Virtual Meetings	Sanitizing, disinfecting, and cleaning procedures in place

### **How To Apply**

Candidates should submit a resume and cover letter to Val Younan in HR at [val.younan@olivetnewchurch.org](mailto:val.younan@olivetnewchurch.org), by April 20, 2021. A *Police Vulnerable Sector Check* will be required. Only those selected for an interview will be contacted.