



**Position Description for
Social Media and Content Director Position
at Highland Park Presbyterian Church**

How to apply: Send your cover letter and resume to Zack House, Director of Communications, at zack.house@hppc.org, with the subject line "Social Media and Content Director Position".

Our Story: 90 years ago, a group of people were led by God to launch a new mission outpost in an undeveloped area of Dallas known as Highland Park. Our ultimate goal is not to be a beautiful church, or a big church, or a church that is growing so we can feel good about ourselves. Our mission is to be a Jesus church, where people of every generation are finding the joy, hope and transformation of life in Christ. Learn more at hppc.org/vision.

Position Title: Social Media and Content Director, Communications Ministry

Location: Dallas, at Highland Park Presbyterian Church

Job Status: Full time, 40 hours a week. Schedule is flexible when needed to allow capturing of content outside of the normal 8:30-5 pm work hours

Experience: Background in marketing, creative writing, strategy, online platforms, or related fields.

Reports to: Zack House, Director of Communications

Description: The Social Media and Content Director has several hats to wear:

1. **Vision:** The Social Media and Content Director Coordinator reinforces the vision of Highland Park Pres, the Communications Ministry, and its partners by creating and sharing content that supports these values. hppc.org/vision.
2. **Story:** The Social Media and Content Director is responsible for identifying stories and sharing them with the congregation of Highland Park Pres and the world through social media and other mediums. This means gathering content (photos, writing stories, helping with video scripts) proactively and sometimes individually when necessary. Training and encouraging other staff to find and tell stories is also part of the role. The goal of every story we tell is to show the world how Christ is transforming lives, in big and small ways.
3. **Strategy:** The Social Media and Content Director, in coordination with the Director of Communications, is responsible for developing and maintaining both long-term and short-term plans for story sharing in print, on our website and through our social media channels. This person acts as a strategist and looks for new opportunities and ideas to test. This person is responsible for the tactics and coordinating with other ministry workers for creating content for story telling. A marketing mindset is needed for this role.



Responsibilities:

- Social Media (50%)
 - Maintains a social media calendar, proactively scheduling online engagement.
 - Works with the Director of Communications to direct the vision and tone of our digital presence.
 - Responds to questions and comments sent to HPPC over social media channels, during off hours when necessary.
 - Identifies relevant content from other sources to share on our social media channels.
 - Identifies trends in social media and creates plans for experimenting with relevant or creative ideas on our own channels.
 - Manages both church-wide and ministry specific social media accounts.
 - Tracks social media metrics and analytics, summarizes lessons learned for leadership staff, and changes strategy based on results.
 - Sets goals and measures them for promotion, engagement, and conversion strategies.
 - Posts social media content that is current and timely.
- Content Development and Management (50%)
 - Gathers, organizes, and maintains content from other sources (photos, videos, written word).
 - Seeks to proactively capture or create content and share stories.
 - Coordinates with the Art Director, Graphic Designer, Videographer, and Communications Manager to manage each project's finished content.
 - Identifies relevant content from other sources to share.
 - Creates and edits content for weekly segmented emails.
 - Creates and edits content for hppc.org.
 - Proofs and edits blog posts and stories.
 - Manages online ad buys.
 - Helps identify video projects and refine scripts, in coordination with Videographer.
 - Writes for miscellaneous projects as needed (i.e. short bulletin blurbs and campaign collateral).
 - Assists other ministries improve their messages by "finding their voice."



Requirements:

- A passion to reach people for Christ and to help mobilize congregation and community to help make a difference in our community and world through high quality communications.
- The ability to think “big picture” about how messaging impacts the congregation of HPPC.
- A passion for telling stories that show how Christ is active at HPPC.
- A familiarity with social media, demonstrated through personal social media accounts. While HPPC does not regularly monitor staff’s online presence, an active and healthy online presence on multiple channels would be part of the portfolio for this position.
- Writing skills. Able to create compelling content in as few words as possible.
- Familiarity with social media tools, such as HootSuite, Schedugram, etc.
- Willingness to learn new skills and experiment as new ideas come along. Social and digital marketing “Best Practices” shift constantly, so the Social Media and Content Director should always be learning, as it’s a crucial component to their success.
- Knowledge of online marketing and good understanding of major marketing channels.
- Positive attitude, detail-oriented with good multitasking and organizational abilities.
- B.S. in marketing, creative writing, communications, social media, journalism, or another relevant field and/or related experience.
- Basic knowledge of: HTML, Content Management Systems, and Microsoft Office, writing for print and for web.
- Community leadership and participation (both online and offline) are integral to the position’s success. While membership at Highland Park Pres is not required, being involved in the life of HPPC is necessary.
- Not required, but would be a bonus:
 - Graphic, typography, and print design skills.
 - Advanced knowledge of: Adobe Photoshop CS5+, Adobe Illustrator CS5+, Adobe InDesign CS5+, Mac OS X
 - Photography skills.