

Waterloo Pentecostal Assembly
Job Description
Digital Media Specialist

May 2021

Purpose: Helping WPA move forward a vision of creating theological, spiritual, and missionally vital people by working as a team to support the ongoing media needs of the organization.

Responsibilities

- Build and execute a social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content that builds meaningful connections and encourages community within and outside of WPA
- Set up and optimize company pages within each platform to increase the visibility of WPA's social content
- Work to ensure content is informative and appealing (social media & apps)
- Moderate all user-generated content in line with a developed moderation policy
- Continuously improve by capturing and analyzing the appropriate social media data metrics, insights and best practices (KPI's)
- Use the necessary social media marketing tools
- Collaborate with the leadership team and staff to manage WPA's reputation
- Monitor user engagement and suggest content optimization
- Build a strong network of fellow media specialists
- Support the Bible Engagement and Church Apps
- Assist with graphic design, video and editing as necessary

Qualifications

- 2-3 years of experience as a Social Media Specialist or similar role
- Social Media Strategist using social media for brand awareness and impressions
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram and other social media best practices
- Good understanding of social media KPIs
- Familiarity with web design and publishing
- Excellent multitasking skills
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Outstanding interpersonal and communication skills

Forward all resumes to paul@wpa.church