

# Church Social Media Manager Job Description

## Role Overview

The Church Social Media Manager is responsible for planning, creating, and managing content across the church's social media platforms. This role ensures consistent communication, community engagement, and outreach to new visitors.

## Key Responsibilities

### *Content Planning*

- Develop weekly content aligned with sermons and events
- Maintain consistent posting schedule
- Plan seasonal and campaign content

### *Content Creation*

- Create graphics and captions
- Repurpose sermon content
- Capture photos or short videos

### *Posting and Scheduling*

- Publish across Instagram and Facebook
- Schedule posts in advance
- Ensure Sunday coverage

### *Community Engagement*

- Respond to comments and messages
- Engage with followers

- Foster online community

### ***Performance Tracking***

- Monitor engagement and reach
- Identify top-performing content
- Adjust strategy over time

### **Skills and Qualifications**

- Strong written communication
- Basic social media knowledge
- Ability to use templates
- Organized and consistent
- Familiar with church culture

### **Time Commitment**

Approximately 3 to 5 hours per week, with additional time during major events.

### **Success Metrics**

- Consistent posting
- Increased engagement
- Audience growth
- Timely responses

### **Weekly Workflow**

- Thursday: Plan content
- Friday: Create and schedule

- Saturday: Post reminder
- Sunday: Capture and post
- Monday: Recap or quote

## **Closing**

This role helps the church communicate clearly, stay connected, and reach new people. Consistency and clarity matter more than complexity.