

SOCIAL MEDIA MANAGER

JOB DESCRIPTION

Job Title: Social Media Manager
Status: Full Time Staff
Supervisor Title: Director of Communication
Date Prepared/Revised: November 9, 2025

The role of the Social Media Manager is to speak into the creative efforts and effectively market communication plans across social media platforms. This job requires the ability to work strategically in a team environment and is a deadline driven role. Must be able to communicate information to a variety of audiences while finding the balance between being unique and trendy.

Must be able to interpret and create content that fits inside of the Rivers Crossing brand guideline and communication campaign plans.

Competencies:

- Exceptional communication abilities both written and verbal
- Significant experience with social media platforms and willing to learn new ones
 - *Note – Having social media accounts does not in itself qualify as “experience”. Experience running a business or creator account is desired (or related degree).*
- Communication: Able to communicate confidently, consistently and concisely with people.
- Flexibility: Ability to learn and keep learning new trends, platforms, styles, etc. in an ever-changing social media world
- Disciplined: Able to live by a set schedule and meet deadlines.
- Detail Oriented: Does not let important details slip through the cracks.
- Organized: Ability to stay organized with many open projects and changing details
- Content Creation: Ability to shoot & edit photos and basic videos using professional equipment, correct lighting, good audio, etc. Ability to use basic graphic design software to create and edit content.
- Project Management: Ability to keep all projects updated inside of project management and file storage systems
- Knowledge: Need a solid understanding of the Bible to support captions and other written content

Social Media Responsibilities:

- Stay current on social media trends
- Stay up to date on changing algorithms for all social media platforms
- Generate weekly/monthly reports on social media results as requested and desired by Director of Communication
- Schedule and post any/all content for main Rivers Crossing accounts both current and future
 - Includes: posting, monitoring, replying, etc.
- Assist as needed with additional ministry accounts for Rivers Crossing
- Assist with the development and implementation of social media marketing campaigns
- Manage a volunteer team of photographers and videographers for social media content
- Submit creative requests for photos, graphics, videos and other content as needed

Communication Responsibilities

- Assist with campaigns at the discretion of the Director of Communication
- Assist with other communication channels, including email marketing, texting, etc.
- All roles as assigned when needed or as opportunities develop

Key Strengths

- Responsibility, Strategic, Communications, Ideation, Achiever

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Personal Responsibilities

- Maintain God ordained priorities in your life by putting Jesus Christ first, your spouse second, your children third and the ministry fourth.
- Give at least 10% of your income to the vision of Rivers Crossing.
- Be loyal to the vision and staff of Rivers Crossing and always protect the unity of the church.
- Invest and invite your 8 to 15 to know Jesus and come to Rivers Crossing.