**Social Media & PR Specialist**

**Reports To:** Director of Development

**Secondary Report:** Co-Executive Directors

Global Fellowship builds teams of cross-cultural missionaries, makes disciples and plants new churches in the areas where people have limited or no access to the gospel. Our employees and missionaries bring dedication and passion for spreading the Gospel of Christ. We are seeking a Social Media Specialist that will be responsible for designing and implementing Global Fellwoship’s social media strategy. They will work in conjunction with Mobilization and Development departments to get the message out to the world of the amazing work God is doing and how people can be involved.

**What you’ll be doing:**

* Develop, implement and manage our social media strategy
* Define most important social media Key Performance Indicators (KPI)
* Creating content for social media accounts
* Manage and oversee social media content
* Measure the success of every social media campaign
* Stay up to date with the latest social media best practices and technologies
* Use social media marketing tools
* Work with Area Leaders and Home Office staff to ensure content is informative and appealing
* Create press releases when necessary
* Collaborate with the Director of Mobilization to share recruiting needs on the field
* Ensure all content is safe to be posted by our missionaries in high-risk regions
* Work with IT Coordinator to monitor SEO and user engagement and suggest content optimization
* Communicate with industry professionals and influencers via social media to create a strong network
* Coach all staff and missionaries on how to hold an effective social media presence
* Raise personal financial support

**What we’re looking for from you:**

As a Social Media Specialist, you should be comfortable multitasking and handling multiple projects at one time. The individual is detail-oriented and possesses the ability to work quickly in a complex and multi-cultural environment. Excellent writing skills and the ability to draft emails and other written communication speedily and efficiently are essential.

**A little about your background**

* Strong written and oral communication skills
* 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, Pinterest, Instagram, and other social media best practices
* Good understanding of social media KPIs
* Excellent multitasking skills
* Critical thinker and problem-solving skills
* Excellent team player
* Good time-management skills
* Great interpersonal and communication skills
* Ideally a degree in Marketing or relevant field
* Working knowledge of Google Workspace, Microsoft Office suite, and Adobe creative suite
* Ability to handle large volumes of communication and information effectively and efficiently

**A little about you**

* Capable of making creative and meaningful content.
* Experience working with people of diverse cultures.
* Flexible schedule and ability to adapt and respond quickly in an ever-changing environment.
* Detail-oriented and always willing to receive direction from senior executives and other individuals.

**Benefits**

* Family-friendly work environment.
* Free training and professional development programs.

**Salary**

Self-funded

For more information, contact Jeremy Beaumont at: jeremy@globalfellowship.org or 530.863.9082