MEDIA MANAGER

Job Status: Regular Full-time, Exempt
Reports to: Digital Ministry Director
Department: Multiplication
Updated: September 2020

POSITION DESCRIPTION
The Media Manager will work alongside the Creative Team and with the Digital Ministry Director to help oversee strategy, content creation, execution, and engagement across various digital platforms. This role is responsible for strategizing new ideas to engage with our audience, overseeing different contractors who are creating content, and making sure all content is in line with the brand it is supporting. The Media Manager is a key role on the Pulse team as they will manage all digital content across many different platforms.

CORE COMPETENCIES
- Exceptional organizational skills with the ability to excel at details, multi-task, and thrive in a deadline-driven environment
- Fantastic written and verbal communication skills with the ability to develop clear messaging that supports the Pulse mission and voice
- Strong understanding of social media trends and best practices for growth and digital community development
- Teachable with the ability to quickly pick up new ideas, processes, and procedures
- Practical knowledge, experience, or capacity to learn the necessary technology and systems including Mac operating systems, CRM, and more
- Servant heart and attitude, serving as a team player and ready to help where needed
- Degree in digital marketing or related field with 2+ years experience

PRIMARY RESPONSIBILITIES & OBJECTIVES

Social Feed Production
- Working with direction from the Digital Ministry Director and Creative Director, produce/source and publish content for Pulse’s various social media feeds
- Manage relationships with a growing number of content creators for Pulse, working with both internal and external creatives to support our digital platforms
- Responsible for maintaining the voice of Pulse and creating a cohesive story between multiple feeds/sub-brands through visual and written content
- Work with internal and contract photographers and videographers to capture events, produce images, and/or create social video content

Manage Digital Community
- Respond to comments on social media, engaging criticism with grace and diplomacy, pointing people to Jesus, and providing encouragement/support
- Reach out and build relationships with our audience on social media and mobilize them to action
- Foster relationships and deep engagement in the Pulse overall message and story

Digital Marketing & Consumer Research
- Working in collaboration with the Creative Team, develop digital marketing concepts and create social focused advertising campaigns
- Continuously research the target demographic making suggestions for strategies to increase engagement
• Stay up on social media trends and relevant/effective advertising concepts
• Implement, measure, and prepare reports for online advertising strategies

ORGANIZATIONAL RESPONSIBILITIES
• A follower of Jesus, in agreement with the Pulse Statement of Faith, mission and values
• A model of Christian integrity, diligence in work and persistence in pursuing and exceeding objectives
• Professional demeanor and approach and behavior consistent with the standards contained in Pulse manuals (i.e. Employee Manual, Financial Management Policy, etc.)
• Follow all policies and procedures outlined in the Pulse employee manual

OTHER RESPONSIBILITIES
• Engage in personal and team development opportunities presented by Pulse leadership
• Assist and perform any and all other duties as assigned
• Travel: 5-15%