



Humbly I Serve Job Description

Job Title: Social Networking / Media Manager
Department: Humbly I Serve Ministries
Reports To: Staff
Date: Year Round

SUMMARY:

The Social Networking and Media Manager will maintain HIS Ministry's Social Network pages and create mutually beneficial relationships to promote HIS online.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

1. Manage and maintain HIS Ministries social media accounts this includes; Facebook, Twitter, Blogs, Youtube, Cause Page and any additional social networking sites we may add later.
2. Work with the Director of Development getting approval before any postings, gaining direction for rational before postings and social media strategies.
3. Manage Vertical Responses: make updates and edits or add any new contacts.
4. Must meet with Director of Development weekly to set up the social media strategy and gain approval for any upcoming posts.
5. Create weekly reports and measurement of insights and influence on various social media accounts.
6. Must be present in office for 10 hours a week, including a one-hour weekly meeting with the Director of Development.
7. Must be willing to think out of the box and be creative.
8. Generate two social media campaigns and or events to create awareness on social media for length of position.
9. Could be asked to make changes and updates to the website.
10. Will be responsible to write various posts and articles, but also post daily and in a timely manner.
11. Other duties as assigned by Director of Development.

SUPERVISORY RESPONSIBILITIES

This job has no supervisory responsibilities.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

Two years of college or technical school; or three to six months related experience and/or training; or equivalent combination of education and experience.

ENCOURAGED ACTIVITIES

Humbly I Serve encourages all employees, volunteers and interns to like and share our facebook page, posts and follow us on Twitter. Humbly I Serve also encouraged employees, volunteer and interns to share about the organization with their close peers and look for potential opportunities for the organization to grow into the community. We also encourage that interns purchase HIS Vision apparel or carry HIS Vision / HIS Kids materials with them, ready to share if the opportunity arises. We also encourage volunteers/interns to give \$10 a month and commit for one year to continue to legacy of their hard work.

Weekly Tasks:

FACEBOOK:

- Update 5 days a week
- Create events / update any events
- Respond to comments
- Liking and posting on other organizations
- Create compelling updates to call people to action
- Update with pictures and images
- Maintaining a fresh image with cover photos and other photos
- Measuring insights and compiling reports

TWITTER:

- Tweet daily
- Interact with each new follower, thanking them for following the project
- Following strategic people and organizations
- Regularly tweeting at people with influence

CAUSE PAGE: [http://www.causes.com/causes/791818-his-vision-project?utm_campaign=home]

- Create movements/actions and notes
- Helps launch any marketing campaigns by linking them with the Cause page
- Overseeing new additions or people joining our cause, weekly

YOUTUBE:

- Managing overall look of Youtube page
- Keeping it up to date
- Uploading all the old videos and any news ones
- Overseeing comments and responding to comments if necessary
- Sharing the videos on other social media sites

BLOG:

- Responsible to post blogs (not necessarily write)
- Keep the blog updated (Twice a month)
- Share the blog posts on social networking sites