

JOB TITLE: Digital Communications Specialist – Part-time

DEPARTMENT: Center for Great Commission Studies

SUPERVISOR: Office Manager

RATE OF PAY: \$12.00/hour

HOURS: Up to 29

Purpose of the job –

This job exists to aid in marketing and communicating the overall message of The Center for Great Commission Studies through telling the CGCS story with digital content, building relationships through social media, scheduling all social media content, scheduling and producing digital content and articles and supporting the office by aiding in social media content creation as needed.

Essential Responsibilities –

- Primary manager of CGCS social media accounts under the supervision and direction of the Office Manager/Director.
- Implement social media strategies directed by the Director of the CGCS.
- Plan, create and schedule all social media content for the CGCS, as well as the content calendar for the website.
- Work with other members of the CGCS Team in conception and execution of visual elements and verbal messaging for social media marketing and communication.
- Represent the voice of the CGCS both in original posts and by responding to others via the institutional social media accounts.
- Dedicated time daily to respond to all messages, tags, and mentions.
- Dedicated time daily to proactively engage with the CGCS audience.

Other Responsibilities –

- Office liaison and relationship building with counterparts in other offices that manage social media. In particular, the Social Media Manager in the Communications Office.
- Office liaison with Student Life for needs relating to Around Southeastern.
- Work collaboratively with other team members to brainstorm new ideas for digital content.
- Assist other team members as needed and as able.

Knowledge and Skills –

- Prior experience in social media and/or marketing

- Excellent organizational and planning skills
- Time management: This is a part-time position, so this person will need to use his/her time in the most efficient way possible.
- Attention to detail: trust is the foundation to any relationship; therefore, the person will manage details, so that we gain the confidence of our readers
- Ability to manage multiple tasks at a time, willingness to learn basic graphic design principles and skills to aid in the creation of social media content
- Ability to work under deadline pressure, with the ability to collaborate with a team of writers, designers and supervisors.
- Willingness to learn, master, and communicate the “voice” and “mission” of the Center for Great Commission Studies.
- Basic working knowledge of Microsoft Office Suite, Adobe Creative Cloud Apps and Cloud Express

Extent of Public Contact –

- Within the seminary: Regular contact with other staff, faculty, students, event attendees, etc.
- Outside the seminary: Occasional need for contact with other members of the public at events, conferences, in the community, campus visitors or guests, etc.

Physical Demands –

- Ability to stand for extended periods of time while covering events or gathering social media organic content

Working Conditions and Environment –

- Attend certain campus events, which may be scheduled on the weekend or weeknights
- During certain weeks there may be multiple major events requiring extra hours of work
- Shares a collaborative office environment with 2-3 other staff members