

- Position/Title:** Social Media Specialist Coordinator (SMS) and Marketing/Development Assistant
- Classification:** Full or Part Time/Exempt or Non-Exempt
- Compensation:** As approved by the Executive Director and Board of Directors. For benefits information, please refer to the SRM Employee Manual.
- Accountability:** Reports to the Executive Director and the Business Administration Director who will conduct a periodic performance evaluation with input from peers.
- Ministry Purpose:** Consistent with Romans 12:9-15 and Ephesians 4:11-12, the Social Media Specialist is responsible for creating, scheduling, and publishing on all social media platforms keeping content up to date and interacting with visitors to said platforms.
- Responsibilities:** The following constitutes the major responsibilities of the Social Media Specialist:

**I. Spiritual**

1. Seek to be a role model in attitude, speech, and actions in a consistent daily walk with Jesus Christ.
2. Be prepared to communicate SRM's religious beliefs to volunteers, guests and general public.

**II. Administrative**

1. The Social Media Specialist (SMS) must be fluent in social media with hands-on skills and knowledge of multiple social media platforms and awareness of current trends. You should have excellent communication skills including writing, editing, SEO (Search Engine Optimization), storytelling and presentation ability with a strong sense of who the segment audience is and how to give them content that will appeal to them.
2. A Social Media Specialist is responsible for directly interacting with network users and virtual communities through the Springfield Rescue Mission's social media accounts to build brand awareness, which in turn, generates results and donations.
3. It is important to have competence with networking tools, such as Hootsuite and others, that makes it possible to manage several social media accounts from a single dashboard. The SMS tracks and analyzes social media metrics and checks up on ROI. They also publish and promote content on social media, by scheduling it in advance with the help of an editorial calendar.
4. The SMS should understand the targeted audience for each social channel, creating persuasive content that strikes a chord with the intended audience, and unique to the typical interactions of each channel.
5. The SMS is responsible for creating, scheduling and publishing content on all social media platforms, including but not limited to Facebook, Twitter, and Instagram, to grow an audience, build brand awareness, and ultimately, boost donations by interacting with their communities and audiences.
6. The SMS has a focus on day-to-day operations, assisting with social audits and strategy. There is a need to measure results by tracking metrics and insights on each platform. There are tools that help consolidate these results to see which channels are most effective and what content elicit the most engagement.

7. The goal is to gradually achieve superior donor engagement and intimacy, website traffic, and revenue by strategically exploiting all aspects of the social media marketing roadmap.
8. Generally, the work involves getting people excited about a topic that is associated with the Springfield Rescue Mission through the creation and distribution of engaging content that people identify with. The Social Media Specialist collaborates closely with the Administrative department to improve the Rescue Mission's online presence across multiple social media platforms.
9. Attend ALL Mission's events and share the mission, vision, and value of SRM.
10. Participate in seminars, webinars, workshops and conventions as assigned or deemed necessary for ministry advancement.
11. Attend staff meetings and be prepared to share information as needed.
12. Be physically able to lift up to 40 lbs. with or without assistance. To avoid injuries, always seek assistance while lifting odd sized objects.
13. Promote public awareness of Ministry programming/events.
14. Perform other duties as situations require or that are assigned by the Executive Director.
15. Report any accident/incident to the Business Office within 24 hours.

**Qualifications:**

- College degree or equivalent work-related experience with good communication, computer and organizational skills.
- Be a born-again believer in the Lord Jesus Christ as expressed by a personal testimony and Christian conduct. (Rom. 10:9; Gal. 2:20; Titus 3:3-7)
- Regularly attend and be a member in good standing of a recognized Protestant Evangelical Church. (Heb. 10:24-25)
- Have a genuine concern for the salvation of souls and the spiritual welfare of guests and clients. (Matt. 29:18-20; 2 Tim. 2:24-26)
- Agree with, and adhere to, the "Statement of Faith" and policies of the Rescue Mission.
- Abstain from the use of alcoholic beverages, tobacco products, legal (ex. Marijuana) and illegal drugs, and gambling on premises or at any or all Rescue Mission-related functions. Abstain from the use of legal (ex. Marijuana) and illegal drugs and gambling off premises. Abstain from alcohol abuse and intoxication. (Eph. 5:18; Matt. 6:24; Heb. 13:5)
- Have a lifestyle that is free of sexual sin, including homosexuality, pornography, and sexual harassment. (1 John 2:15-16; 1 Cor. 6:9-10; 1 Thess. 4:3-6)
- Have high standards of personal hygiene and housekeeping relative to appearance, clothing and office area. (1 Cor. 6:19-20; Luke 16:10)
- Have the ability to work in harmony with other staff members as a team player. One TEAM for Jesus. (Phil. 2:1-4)
- Must be a creative thinker with a strategic plan as new marketing ideas come together and follow through from start to finish working in harmony with other departments.
- Must have video editing experience and a background including, but not limited to "Apple Movie" etc.

This job description covers the most significant duties but does not exclude other assignments not mentioned such as training assignments, related duties or temporary assignments.

Reasonable accommodations provided for an employee with disabilities will be determined on an individual basis, influenced by the specific needs of the individual employee and the resources of the Springfield Rescue Mission.

It is our sincere hope that your association with the Springfield Rescue Mission will be of long duration and that it will be rewarding and beneficial to you, the Springfield Rescue Mission and those we serve. However, the Springfield Rescue Mission has the right to terminate an employee at any time without cause and the employee has the right to leave at any time as per our "At Will Employment Policy".

**I hereby agree that this is a Christian ministry. In accepting this position I agree to adhere to the SRM "Statement of Faith", as found in the Employee Manual.**

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Signature

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Date

