

# NORTH AMERICAN DIVISION

## JOB OPPORTUNITY

Applications for the job listed below will be accepted from the time of posting from **NORTH AMERICAN DIVISION** employees **WITH AT LEAST ONE YEAR OF SERVICE IN THEIR CURRENT POSITIONS.**

**TITLE OF JOB:** Social Media Specialist

**DEPARTMENT:** Professional Services (NAD-PS)

**SUPERVISOR:** Director, Professional Services

**REMUNERATION GRADE/RATE:** Regular Full-Time (Exempt)

**LOCATION:** Columbia, MD—On-site/In-office at the NAD Headquarters

NOTE: This position is not eligible for any type of regular remote or teleworking arrangement. For candidates living outside of the MD geographical area, relocation is required.

*Interested applicants should be sure to include links to their digital portfolio upon submission of the complete NAD Employment Application. Instructions to apply are listed below.*

**POSITION SUMMARY:** In harmony with North American Division policies, administers the work assigned of the North American Division, through professional services in the North American Division territory, working in counsel with the Director/Associate Director of the Professional Services Department. Outlines and develops content strategies for departments within the North American Division office. This position is located in Columbia, MD and work is to be performed on-site.

**AUTHORITY, ACCOUNTABILITY:** Authority as delegated by the North American Division in session. As an employee of the North American Division, accountable to the North American Division Committee and Director of Professional Services Department. May supervise department staff/contractors.

### **ESSENTIAL JOB FUNCTIONS:**

- Digital property management: maintain best practices with regard to account access and intellectual property laws.
- Content creation/curation: create and identify relevant, high-quality media for posting; copy-write and design posts for social media platforms.
- Editorial calendar: create a regular publishing schedule to manage content across all platforms and plan specific campaigns.
- Cultivate social media partnerships: build community with similar organizations for cross-promotions.
- Strategy development: set goals, determine objectives, design a strategy, and implement for multiple departments/services within the NAD.
- Social advertising: place ads, manage the budget, and track performance.
- Brand management: develop brand awareness and reputation, online visual identity, and track competition. Manage audience engagement and perceptions; identify threats and report to appropriate management.
- Reporting: monitor social insights, analytics and campaign performance, monitor KPIs (Key Performance Indicators), and tweak strategy as needed. Compile reports that demonstrate ROI for various department ministries; analyze results and make recommendations for optimizing social media, content marketing, and social advertising campaigns.
- Member care: monitor and respond to comments, engage fans and followers in conversation, and provide customer service as needed.

- Skill development: Monitor trends in social media tools, applications, channels, design, and strategy; test new ideas and techniques and adapt strategies accordingly.
- Pays keen attention to detail when proofreading, copyediting, and fact-checking.
- Must be comfortable and intentional with utilizing Facebook, Twitter, Instagram, Pinterest, YouTube, Tumblr, Hootsuite, TikTok and Snapchat, as well as web content management systems like Squarespace, Wix, and Typepad, and data platforms like Google Analytics. Plus, willing to learn new platforms as they arise.
- Serves on various boards and committees as assigned.
- Performs other duties as assigned by supervisor.

**EDUCATION/EXPERIENCE/CREDENTIALS:** Bachelor's (BA/BS) degree in communication, marketing, advertising, theology, or equivalent required. Master's degree preferred. A minimum of 3 – 5 years' experience with online evangelism, digital marketing and strategy is required. Experienced social media strategies with a proven ability to build social media communities. An understanding of graphic design principles relevant to social media campaigns. Project Management Certification is desired.

**KNOWLEDGE AND SKILL:** Ability to organize, lead, and motivate. Knowledge of principles, policies, and beliefs of the North American Division and the Church. Knowledge of church structure and organization. Masterful command of language skills including proficiency in verbal and written form. Ability to establish and maintain effective relationships with internal/external personnel. Must possess advanced ability to effectively present facts and recommendations in oral and written form.

Must possess social media accounts across platforms. Experience in social media engagement strategies for organizations is a plus.

Enthusiastic about social media and familiar with the various "cultures," unique "language," and function of each platform. Possesses knowledge and training in marketing and/or communications. A degree in either field is welcomed but not required with relevant work experience and/or demonstrated aptitude. Creativity and strong problem-solving skills as well as excellent research and writing skills. Demonstrates empathy, patience, advocacy, diplomacy, and strong conflict resolution skills in regard to member care.

Ability to work independently with a professional demeanor as well as strong organizational and communication skills are required to complete assigned tasks within identified time frames.

A team player, confident enough to assume a leadership role and guide other employees when needed, and humble enough to work within the system to accomplish goals. Ability to toggle between the creative side of communication and the analytical side, while being able to clearly communicate ideas in both areas.

Familiarity with Microsoft Word, Excel, PowerPoint, Keynote and Outlook. Good technical abilities; able to learn new skills quickly. Ability to take and upload digital photos. Photography and/or design experience is a plus.

**PHYSICAL REQUIREMENTS:** Must be able to read, speak and hear. Must be able to effectively communicate both orally and in writing. Inasmuch as the incumbent is an exempt employee, when they are not traveling, it is expected that the individual will work the hours required to complete assignments (i.e. no less than 38 hours per week in the office building during the core hours of 8:00am to 6:00pm Mondays to Thursdays as referenced in the NAD employee handbook). Any adjusted work schedules supported by supervisors should ensure that the employee is available to work core hours in the office building no later than 9:00am and departing no sooner than 4:00pm.

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If interested in the above position, please submit cover letter, resume, and completed NAD Employment Application to [jobs@nadadventist.org](mailto:jobs@nadadventist.org). Find the application on the NAD website at [www.nadadventist.org/careers](http://www.nadadventist.org/careers).

**Posted: Tuesday, November 22, 2022**