

First Presbyterian Church
Social Media Specialist
Position Description

Date Approved: July 29, 2025

Non-Exempt

Summary:

The Social Media Specialist is responsible for sharing the mission, ministries, and stories of First Presbyterian Church of Lakeland through engaging and relevant content across all social media platforms. This role ensures the church maintains a strong, consistent, and mission-centered online presence that encourages community engagement and supports overall ministry goals.

Qualifications & Required Skills:

- A strong Christian faith and a heart for ministry
- Minimum of 3 years' experience in social media management; experience with churches or non-profits is highly preferred
- Proven ability to create, curate, and schedule high-quality, engaging content
- Proficiency in video creation, editing, and platform optimization (Instagram Reels, YouTube Shorts, etc.)
- Experience with tools such as Canva, Adobe Creative Suite, Meta Business Suite, Buffer/Hootsuite, and similar
- Strong writing and storytelling skills, with attention to tone, voice, and theological appropriateness
- Excellent organizational and time management skills, with the ability to manage multiple projects under deadline
- Knowledge of current trends in digital ministry, engagement algorithms, and platform best practices
- Self-starter with strong collaboration and communication skills

Accountability:

Reports to the Communications Coordinator. Collaborates with ministry leaders, pastors, and staff to ensure alignment with church vision and events.

Work Hours:

This is a part-time position of up to 10 hours per week. Most responsibilities can be performed remotely. However, on-campus presence will be required for Sunday mornings, Wednesday evenings, and scheduled planning meetings as necessary to capture content and collaborate with staff.

Essential Duties and Responsibilities:

- Develop and implement a weekly/monthly content calendar aligned with the church's mission, events, and sermon series
- Create and schedule engaging posts for platforms including Facebook, Instagram, YouTube, and emerging channels (e.g., Threads or TikTok if appropriate)
- Film and edit short-form videos for worship highlights, testimonies, event promotions, and behind-the-scenes content
- Monitor social media accounts daily, respond to comments/messages, and engage followers to foster community

- Track analytics and engagement data to assess performance and adjust strategies as needed
- Collaborate with ministry leaders to gather stories, photos, and testimonies that highlight the work of the church
- Stay updated on social media best practices and suggest innovative ways to grow audience reach and engagement
- Ensure content adheres to church branding, style, and theological accuracy
- Support promotion of special events and seasonal campaigns (Advent, Easter, VBS, etc.)

Performance Review:

An annual performance evaluation will be conducted by the Communications Coordinator.