

Digital Media Specialist

Williamsburg United Methodist Church

- FLSA Status: Exempt
- Hours: 40+ hours per week
- \$45,000 annually with benefits

Position Description

The Digital Media Strategist (DMS) is responsible for conceptualizing and creating engaging content that fosters meaningful connections within our community. Under the guidance of the Director of Congregation and Community Engagement the DMS will produce dynamic content and graphic design for various communication channels, including social media, print and digital publications, and our website. The DMS will design media content and connect with diverse audiences.

The Digital Media Strategist will report to the Director of Congregation and Community Engagement.

Duties and Essential Functions

This position serves all areas of ministry at Williamsburg UMC and will play a central role in the Communications team, which consists of a Director of Congregation and Community Engagement and a Technology Assistant (Integration, Streaming & Video). This team is responsible for all internal and external communications and support of events, outreach, and strategic initiatives.

Working with pastoral staff, lay leadership, and the Communications Team, the Digital Media Strategist is responsible for the following tasks:

Social Media:

- Oversee day-to-day management of social media campaigns and daily interaction with the online community through intentional messaging and comment and response management.
- Create and maintain a monthly social media calendar, ensuring consistent and engaging content across platforms.
- Upload media content to all web and digital marketing channels on a weekly basis.
- Stay up to date with the latest trends and tools in the content and digital media space, applying new strategies to enhance online presence.
- Act as a resident expert on social media and social media engagement, providing guidance and support to other team members.

Web:

- Regularly update and maintain the church website, ensuring it is informative, user-friendly, and visually appealing. This includes updating information related to events, services, and community initiatives to keep the website current and engaging for visitors.
- Act as the primary liaison between the digital media team and various church ministries. Reach out to the different ministries to gather and manage updates for their respective web pages. This involves collaborating with ministry leaders to ensure accurate and up-to-date information is showcased on the website.

Graphic Design and Communications:

- Create visually appealing graphics, banners, and promotional materials for use in digital and print media.
- Collaborate with various church departments and leaders to gather information and details about upcoming events, ensuring accurate and timely communication.
- Craft well thought out and compelling email campaigns to effectively promote church missions and activities to the congregation.
- Utilize creative strategies to optimize email open rates and click-through rates, ensuring messages reach a broad and receptive audience.
- Collaborate with the Director of Communications and Video Specialist to develop and establish annual marketing strategies aligned with ministry objectives.

Requirements –

Physical Demands

These physical demands are representative of the physical requirements necessary for an employee to successfully perform the essential functions of the job. Reasonable accommodation may be possible to enable people with disabilities to perform the described essential functions.

While performing the responsibilities of the job, the employee is required to perform basic office type functions to include sitting at a desk for much of the day; operating computer equipment; answering telephones, and stocking office supplies. Must be able to lift up to 25 pounds.

Education & Qualifications

1. Bachelor's Degree in any of the following: Digital Media, Communications and Public Relations, Marketing, or related field. (Associate degree with significant work experience may also qualify.)
2. Social media platforms, including but not limited to Facebook and Instagram.
3. Email marketing tools such as MailChimp.
4. Graphic design tools like Adobe Photoshop and Canva.
5. Video editing software like Adobe Premiere Pro, Final Cut Pro, or iMovie for producing engaging video content.
6. Proven excellent oral and written communication skills.

Preferred

1. 2-5 years of experience in digital media management, content creation and marketing, social media strategy, community engagement, and website maintenance and design, preferably within a religious or non-profit context.