



HILL COUNTRY

BIBLE CHURCH

JOB DESCRIPTION

DIGITAL COMMUNICATION SPECIALIST

Job Classification: Exempt; Full-Time

Date: October 2020

OUTCOMES AND RESULTS – SUCCESS IN THIS POSITION WILL RESULT IN:

1. Our online presence clearly and creatively communicates the mission, vision, values, and pathway of Hill Country.
2. Our congregation grows in their anticipation of the empowering presence of God in their daily lives as our digital platforms are leveraged to show personal life change stories and testimonies.
3. Hill Country's digital communication engages target audiences and aligns with the goals, mission, and brand of Hill Country. Our online presence and influence are growing, allowing the church to reach more people for Christ.
4. Key metrics and data for all digital platforms are tracked, analyzed, and reported to increase overall effectiveness of Hill Country's online communication.
5. Effective recruiting and development of digital and social media volunteers building a culture of collaboration and volunteer engagement and leadership.

MAJOR RESPONSIBILITIES AND ACTIVITIES:

1. Effectively and strategically **manage and grow digital communication platforms** (social media, website, app, etc.)
2. Oversee **brand and messaging** across all digital platforms to ensure consistency and engage target audiences.
3. Digital Marketing
 - a. Co-create a digital marketing strategy with the Communications Director, defining communication objectives to develop a comprehensive, integrated strategy for the digital channels of Hill Country.
 - b. Direct and manage implementation of all digital strategies and projects, including paid ad campaigns.
 - c. Research and stay up to date on best practices for digital including trends, new technology, and effective strategies to reach people online, and advise Communications Director on digital media needs.
 - d. Monitor online reviews, posts, and comments, responding quickly with thoughtful, engaging replies.
4. Website
 - a. Manage website: implement edits and changes and regularly review website for improvements/updates.
 - b. Develop new ideas for increased website presence.
 - c. Work with web vendor as necessary to keep site updated, user-friendly, and following best practices.
5. Social Media
 - a. Define and implement social media strategies for church, campuses, ministries, initiatives, and events to increase visibility, engagement, acquisition, membership and traffic to on/offline locations.
 - b. Create content calendars for social media channels.
 - c. Coordinate the creation and publishing of social media posts (assisting with photography, copywriting, and video as needed).
 - d. Capture and share images and video in real time for events, weekend services, and special initiatives.
 - e. Build our social media engagement by communicating with followers, responding to messages and comments, and encouraging staff to share.
 - f. Equip ministries and leaders with social media and digital best practices and the Hill Country brand guidelines.
6. Reporting/Analytics
 - a. Develop and refine metrics for measuring the "Win" in all digital platforms.
 - b. Analyze and report on performance of digital channels and effectiveness of all strategies.
 - c. Make recommendations for improvements to current channels based on data findings.
7. Volunteers
 - a. Recruit, equip, and organize digital and social media volunteer teams.
8. Be a proactive member of communications team –participate in meetings; work collaboratively; consistently contribute creative ideas and solutions; and provide support as needed on all communications projects.
9. Serve as a contributing member of our staff team and church family; engage in church-wide initiatives, participate in worship and serving opportunities for our church and community.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

1. Minimum of 2 years' experience in marketing or communications with at least 2 years of experience in digital marketing such as social media, website, and analytics.
2. Proficient in social media platforms (such as Facebook, Instagram, Twitter, and YouTube) with strong understanding of best practices, different types of messaging, paid campaigns, and analytics.
3. Knowledge of digital marketing including SEO, Google AdWords, Google My Business, website content strategy and analytics, and social media marketing.
4. Ability to make analytical and data-based decisions, continually looking for ways to optimize strategy and tactics.

5. Experience with or capacity to learn all areas of tech, including website and app platforms.
6. Self-motivated with ability to work in a fast-paced, multifunctional environment, "switch gears" on short notice, creatively problem solve, and embrace flexibility when priorities shift.
7. Available to work on Sundays, holidays, and evenings as needed.
8. Sees themselves as an owner of the mission, vision, values and pathway of Hill Country Bible Church.
9. Theologically aligns with the core beliefs of HCBC and becomes a church member within 3 months of hire (if not already a member).

CULTURE AND CLIMATE:

1. Position reports to the Director of Communications as part of the Communications Team.
2. Staff culture is goal-oriented, collaborative, with accountability; priority of personal evangelism
3. Core Values: Responding to God's Word, Engaging Generations, Celebrating Life Change, Thinking Beyond Ourselves