



## **SOCIAL MEDIA SPECIALIST JOB DESCRIPTION**

At Rhema Christian Ministries, we have been working to shape our organizational culture and declare our organizational purpose through 'changing and affecting lives'. We are seeking an efficient Social Media Specialist, the successful candidate will be working with the Rhema Communications team in content creation, postings, and monitoring of social media pages for Rhema Canada and Plugged In Rhema. The Social Media Specialist will work closely with the Communications and Marketing Team to produce, engaging, relevant, and timely social media content. The Social Media Specialist will provide exceptional service that is aligned with Rhema Christian Ministries (RCM) in a multi-division environment.

### **Social Media Specialist Responsibilities:**

- Meet with the communications team regularly to remain informed of the weekly/monthly posting schedule.
- Curation of relevant social media content for Youth and Young Adults across social media platforms (Instagram, Facebook, and Twitter)
- Creation of content which meets our organization's standards.
- Develop and deliver social media optimization (SMO).
- Stay current with social media trends and best practices.
- Research opportunities for new social marketing platforms.

### **Social Media Specialist Requirements:**

- Believer in (and follower of) Christ with a passion to serve.
- In-depth knowledge and understanding of social media platforms and their respective participants (Facebook, Instagram, Youtube, Twitter, etc.) and how they can be deployed.
- Ability to effectively communicate information and ideas in written and verbal format.
- Team player, with the confidence to take the lead.
- Good technical understanding and can learn new hardware and software quickly.

**Please submit your resume to [careers@rhemaonline.ca](mailto:careers@rhemaonline.ca)**