Cathedral Digital Media Specialist

Status: Non-Exempt

(Full-Time/Hourly)

Reports To: Minister for Communications

**DUTIES INCLUDE BUT ARE NOT LIMITED TO:**

**Digital Media Management Duties:**

* Manage Cathedral’s social media accounts (primarily but not limited to Facebook and Instagram), including daily posting and event uploading, responding to comments and messages.
* Develop and maintain a social media content calendar, including gathering media support and writing caption copy that is clear, informative, excellent, and encouraging.
* Create shareable content from Cathedral’s current content streams.
* Routine or moderate website maintenance
* Routine or moderate Cathedral phone App maintenance. (App created by PushPay)
* Moderate video editing using Adobe Creative Suite, including editing, level adjustment, and compression.
* Creation of weekly presentation slides and outlines in preparation for livestream Sunday worship services.
* Light photo editing in Photoshop.
* Upload, tag and file photography to in-house searchable photo archive.
* Manage Cathedral Vimeo account – adding to/creating showcases, edit naming of videos and basic arrangement.
* Support efforts to foster a church culture that encourages social media participation by members and friends, whether in the pews or at home.
* Monitor analytics and report on content marketing metrics to reflect effectiveness of content strategy for social media, emails, website.
* General Proof Reading of monthly newsletter, weekly e-news emails, and website updates.
* Proofread weekly service leaflets and correct as needed, upload leaflets to the website.
* Moderate and encourage appropriate user-generated content.
* Occasional teaching of rudimentary digital media skills to older adults or staff.
* Inventory and management of Communications Dept audio/visual equipment.
* Routine audio/visual inventory and equipment management for conference rooms.
* Will be trained to use video and audio livestreaming systems.
* Other duties as assigned.

**REQUIREMENTS:**

* Excellent communication skills
* Mastery of social media
* Awareness of social media trends
* Ability to work independently, collaboratively, and efficiently.
* Experience with Adobe Creative Suite – especially Photoshop and InDesign.
* Must respect and maintain confidentiality of sensitive information.
* Familiarity with the church, preferably the Episcopal church
* Understanding about how to craft consistent and creative on-brand content.
* Attention to detail
* Ability to attend church events on weeknights and weekends (when in non-COVID times)
* Bachelor’s degree in English, Journalism, Communications or related field – OR comparable professional experience.
* Flexibility and strong problem-solving skills
* Willingness to work in a collaborative environment.
* Bilingual English/Spanish
* Experience working with livestream equipment or live production is a plus.
* Graphic design
* Photography