

Forest Springs Camp & Conference Center
MINISTRY DESCRIPTION

POSITION DESCRIPTION:

Title: Digital Communication Specialist

Purpose: To accurately, professionally, and creatively manage Forest Springs' digital communication channels, in an effort to raise awareness, engage new and existing constituents, and communicate the value of Forest Springs' ministry.

Status: A full-time, missionary staff position

RELATIONSHIPS:

Responsible To: Creative Director

Direct Charges: None

Other Key Relationships:

- Visual Media Specialist
- Director of Communications
- Information Systems Manager
- Director of Community Relations
- Director of Marketing & Development
- Director of Oak Forest Center
- Department Heads

EXPERIENCE DESIRED

1. 2+ years of experience managing web pages and social media channels. Experience with ExpressionEngine preferred.
2. Experience with web, email campaigns, and social media channels, including but not limited to MailChimp, Constant Contact, Facebook, LinkedIn, Google+, Instagram, Twitter, Flickr, YouTube, Pinterest, Snapchat, and more.
3. Knowledge of social media, SEO, and analytics software (Hootsuite, Google Analytics, Facebook Insights, etc.).
4. Working knowledge of social media paid advertising campaigns including Facebook, LinkedIn and Twitter.
5. Strategic content creation and excellent professional communication skills.
6. Ability to design creative content to be used in communication channels.
7. Ability to work independently and in a team environment.
8. Exceptional time management skills including the ability to handle multiple projects with changing priorities.

QUALIFICATIONS:

General:

1. Has a sincere love for the Lord and a desire to see campers come to know and grow in Him.
2. Is in agreement with Forest Springs' philosophy and policies.

3. Is eager to learn, loves campers, and shows a consistent walk with God.
4. Is willing to serve the needs of camp, including campers and guests, with excellence and a generous spirit, even when personally inconvenient to do so, and be willing to go the extra mile (Matt. 5:41).
5. Is flexible and able to work with campers and other staff members.

Specific:

6. Is creative and knowledgeable of digital tools (website management, social media, etc) to communicate to and engage constituents.
7. Is knowledgeable of or willing to learn necessary web development tools, such as ExpressionEngine.
8. Forward thinking, self-starter by nature, and willing to work independently and take initiative.
9. Values teamwork and collaboration, while also being able to generate and drive new ideas.
10. Focused, organized, and detail-oriented, who can balance tasks with ministry opportunities to people.

RESPONSIBILITIES:

General:

1. Be a witness for Jesus Christ in all words and actions, and share Christ's love with the public, campers, and staff to reflect favorably upon the Lord and Forest Springs.
2. Develop a Christ-like, servant atmosphere in the work area.
3. Aid in keeping the work area clean and orderly at all times.
4. Be responsible for the annual written evaluation of all staff for whom this position is responsible.
5. Function as an instructor in the LTD program as requested and the schedule permits.
6. Develop and operate from standards of performance.
7. Promote Forest Springs in churches as requested by the communications department and the schedule permits.
8. Be available to help in other areas of camp as needed and the schedule permits.

Specific:

9. Work with Creative Director to create web and social media strategies that align with marketing and development objectives and campaigns.
10. Execute web and social media strategies and report of the status of projects on a regular basis.
11. Manage day-to-day maintenance of Forest Springs' website, including updating events, media, and generating new content as needed, in order to improve user experience.
12. Serve as community manager across all Forest Springs' social media platforms.
13. Work in conjunction with others in the marketing department to:
 - a. Maintain a consistent public image for the ministry.
 - b. Help set, and work towards reaching camp attendance goals.
 - c. Gain a deep understanding of programs in an effort to create materials that accurately reflect ministry offerings.
14. Develop and maintain creative ways to promote future camp events during current programs.
15. Work with Creative Director to create timely and engaging content, optimized for digital platforms.
16. Analyze and report social media actions on a regular basis.
17. Stay current with digital trends and technologies - including educational events, research, etc - in order to support the mission, and increase engagement.
18. Coordinate with Creative Director to assist in other projects within the Marketing and Creative team.