

Social Media Intern - Job Description

General Description

In support of the Executive Arts Director (EAD), the Social Media Intern is responsible for managing all aspects of current and future Lighthouse Church (LH) social media accounts. In this brand new position, the Social Media Intern will support the mission of LH to reach the lost and make disciples by creating content to engage our audiences across our social media platforms. This is a fantastic opportunity for a current college student or recent college graduate who has a passion for Jesus, digital marketing and all things social media.

Essential Job Functions

1. In support of the EAD, oversee all new and existing social media accounts; develop account specific strategies and campaigns to build community and share stories of what Jesus is doing at LH
2. Build and maintain monthly content calendar; write copy and collaborate with Creative Team to find new ways to market and share content via social media
3. Work with Campus Pastors to create new campus specific accounts; build content calendar and provide direction of churchwide and campus specific content to be shared
4. Respond to messages and comments across platforms
5. Track and report monthly analytics; provide recommendations for campus and corporate accounts
6. Stay up to date on social media and industry trends and implement new ideas
7. Perform other duties as assigned

Education and Experience

The ideal candidate has a minimum of 3 years experience with social media in a church and/or business environment. This successful individual has exceptional communication skills, outstanding attention to detail, great time management skills, and the ability to work well under pressure. Experience with Buffer, Google Apps, and Apple applications is preferred.

Compensation

This is a part-time position (up to 20 hours) compensated at a rate depending on experience.