



Bay Area Rescue Mission
2114 MacDonald Ave. Richmond, CA 94801
Job Description

Position: Social Media Manager
Department: Development
Report To: VP of Development
FLSA Status: Full Time, Hybrid / Exempt / Salary
Date: May 2022

SUMMARY OF POSITION

The Social Media Manager will communicate to the public, churches, businesses, volunteers, donors, individuals in our community through means of social media and press release. This position will be a storyteller with great written and verbal communication skills that can express the mission and impact of the local churches and Bay Area Rescue Mission in reaching the lost and hurting. This position reports directly to the Vice President of Development.

MINIMUM REQUIRED QUALIFICATIONS

- Committed Christian with a commitment to and a passion for impacting change in the lives of the homeless, addicted, and disenfranchised.
- Able and willing to share the gospel of Jesus Christ and promote the vision of Bay Area Rescue Mission through building relationships with others and offering an opportunity for them to participate through financial giving and prayer support.
- Highly ethical, trustworthy, and professional.
- Broad knowledge of the principles of social media platforms.
- Excellent written communication skills
- Self-starter to obtain and write meaningful content
- Creative graphic design experience
- Ability to make all things professional, interesting, and engaging
- High aptitude for technology.
- Google suite, Canva or more advanced design software, website design and management
- Delivera for email campaigns
- Good time management with ability to meet deadlines
- Successful multi-tasker that is adaptable
- Effective verbal communication skills using grace, empathy and tact.
- Able to comfortably and quickly establish rapport with diverse types of people in a professional and engaging manner.
- Video creator (not required but welcomed!)

ESSENTIAL FUNCTIONS

- Designing Video Contents.
- Designing event content and creating a marketing plan to cast to community
- Designing program and ministry collateral
- Writing inspiring stories that highlight the individuals' lives being impacted by the ministry.
- Writing and designing collateral for events and programs six.
- Creating annual social media calendar
- Overseeing Year-end ASK campaign design and distribution
- Excellent written communication skills

My signature below acknowledges that I have read and understand the job description as described herein and that I can perform all that is required. I understand that this job description is not all-inclusive and that employment is always at-will.

Print Name

Signature

Date