



Job Description

Social Media Assistant

Updated: 7/1/2024

Job Purpose

The Social Media Assistant works to advance the mission of the organization by supporting the Communications Team in the execution of the company Instagram and Facebook on both the partner and clinic side of the ministry. They will be a vital part of growing our audience of ministry partners and the clinic patients we serve by supporting the social media piece of our marketing and communication strategies.

Our Social Media Assistant will be:

A Focused Implementer: A person who can execute tasks independently and aspires to carry out online communications strategies with excellence.

Highly Organized: An individual who can balance and prioritize tasks, especially in response to the changing needs of the organization.

A Relational Connector: A servant leader who networks, collaborates with, and draws from a wide variety of sources to coordinate, organize, and distribute the best possible information and content.

Reports to

Primary: Communications Manager

Secondary: CEO

Job Details

Part or Full time

Schedule: 24+ hours

Pay: Starting at \$21/hr

Physical Demands

Must be able to remain in a stationary position 70% of the time.

The person needs to occasionally move about inside the office to access filing cabinets and office machinery, move objects of 20 or more pounds and bend or stand as necessary.

Constantly operates a computer and other office productivity machinery, such as a calculator, copy machine, and computer printer.

Frequently ascends/descends stairs.

The person in this position frequently communicates with others who will have various inquiries related to online communication, social media, website, and events. Must be able to exchange accurate information in these situations.

Responsibilities

Works with Communications Team, CEO, and clinic staff to implement a social media marketing and communications approach for both ministry partners and potential patients.

Organize and manage First Image social media platforms while creating content.

Assist the Communications Team in managing deadlines for social media schedule.

Once accustomed to the flow of the communications team, recommend and suggest improvements to workflows, reflect and report on current social media and communications trends, content creation, and integrating communications across online media platforms.

Qualifications

Required:

A thriving relationship with Jesus Christ is demonstrated in her/his relationships and responsibilities.

Excitement about the First Image mission and vision and desire to invite others to get involved.

Demonstrated communications experience with a proven track record of dependability and ability to manage multiple tasks. This may be proven through employer recommendations or through a portfolio.

Experience with a variety of communications platforms and overall comfort with modern marketing and communications approaches.

Problem-solving attitude, one who welcomes brainstorming and innovation, flexible/adaptable to various working styles, and resilient when facing unexpected situations.

Aligned with First Image's; mission, vision, core values, and core convictions.

Preferred:

Experience with copywriting, story-writing, evaluating social media marketing analytics, video editing, and/or graphic design.

A college degree in Communications, Marketing, Graphic Design, Business, or something similar preferred.