

**Digital Environment Specialist**  
FLSA Status: Non-Exempt  
Reports to Business Administrator  
Grade III (\$15.40-\$24.20 Based on experience and qualification)

## SUMMARY OF RESPONSIBILITIES

With minimal supervision, the Digital Environment Specialist develops and executes effective social media strategies for NewSpring Church. Creates written content for NewSpring's online studio and assists with filming. Leads the livestream chat during the weekend services.

The incumbent must perform all job duties as outlined in this job description to support ongoing mission of the church while committed in accordance with the *Baptist Faith and Message (2000 edition)*.

## ESSENTIAL DUTIES

- With minimal supervision, develops and executes consistent and meaningful content on social media platforms, including taking photos and writing social media posts that will improve engagement and build meaningful connections to NewSpring, the weekend message series, and events—keeping consistent with NewSpring's mission. (app. 65%)
- Works with the Business Administrator to create written content for NewSpring's online studio. Uploads content to monitors and assists with filming. (app. 20%)
- Leads the livestream chat during the weekend services—monitoring the online environment and responding to questions and comments. (app. 10%)
- Presents on-camera as Host for NewSpring's online studio, including live and taped videos. (app. 5%)

These duties are subject to change as church needs and strategies evolve. Employee may be required to perform other duties.

## EDUCATION/TRAINING

- College courses in marketing, communication, or advertising preferred.

## EXPERIENCE

- A minimum of 2-3 years of experience in social media marketing.

## REQUIRED SKILLS

- Excellent written and verbal communication skills.
- Able to work independently and stay on task.
- Expert knowledge in social media platforms (Instagram, Facebook, Twitter, etc.)
- Proficient in Adobe Creative Cloud.
- Knowledge of various social media strategies.
- Camera presence, positive attitude, professional demeanor.
- Detail oriented, and good multitasking and organizational ability.
- Proficient photographer.

## PHYSICAL DEMANDS

The usual and customary methods of performing the job's functions require the following physical demands:

- Clearly communicates verbally with others to exchange information.
- Frequently discerns colors and sounds for production of creative elements.
- Occasionally ascend and descend stairs and/or ramps.
- Frequently uses repetitive hand motions for keyboard entry and typing.
- Frequently remains in a stationary position for prolonged periods of time— frequently sitting.
- Frequently views and operates technological devices, including but not limited to computers, phones, and printers.
- Frequently moves self in different positions to accomplish tasks, sometimes stooping, kneeling, and reaching.
- Frequently accomplishes tasks using near and far field of vision.
- Sometimes lifts, carries, and moves up to 10 pounds.

## WORKING CONDITION

- This position works primarily indoors.