

Riviera Presbyterian Church
Social Media/Church Office Assistant Job Description

We are looking for an imaginative Social Media/ Church Office Assistant. You will be responsible for brainstorming campaigns, creating social media posts, and analyzing analytics with our Church Administrator and Committee Chairs. Responsibility also includes helping with the management of the church website. You will also be assisting in the church office to create communications to members and friends of the church as well as helping the Church Administrator with projects as assigned. Receptionist duties included.

You must have excellent time management skills, work well as a member of the staff team, know the latest trends in social media platforms such as Facebook, Instagram, and Twitter.

Social Media Assistant Responsibilities:

- Create engaging written and visual content for social media platforms.
- Develop and implement social media strategies, campaigns, and plans to build brand/church awareness.
- Create, maintain, and grow new and existing social networks (ministry partners).
- Oversee day-to-day management of campaigns and ensure brand consistency.
- Monitor social media progress using web analytic tools.
- Make analytical and data-based decisions, continually looking for ways to optimize strategy and tactics.
- Review the success of campaigns and develop ways to improve.
- Plan paid social media advertising strategies and budgets.
- Maintain an active social presence.
- Reply to social media comments and inquiries.
- Act as social media host on Sundays on YouTube, Zoom, and Facebook.

Church Office Assistant Responsibilities:

- Work with church administrator and or pastor to prepare weekly worship slides.
- Assist church administrator with the preparation of weekly and monthly communications.
- Provide receptionist services. Answer phones, take messages, welcome and direct visitors to appropriate offices, answer routine questions.
- Attend weekly staff meetings.
- Help to maintain church database.
- Coordinate, set up, and assist with administrative needs for meetings, liturgical celebrations, and other events as needed.
- Sort incoming mail and notify recipients when packages arrive.
- Assist church administrator with projects as assigned.

Social Media/Church Office Assistant Requirements:

- Knowledge of SEO and website traffic best practices.
- Knowledge of practical hashtag usage.
- Understanding of Google Analytics.
- Excellent verbal and written communication skills.
- Ability to write copy/captions for all social media posts (in addition to images, videos, etc.).
- Responsive and proactive planner; able to lead content creators (committee chairs).
- Highly adaptable, receptive to feedback and change.
- Knowledge of WordPress is a plus.
- Proficiency with Microsoft Office products, including Word, Excel, and Publisher.
- Must be bi-lingual in Spanish and English; Creole a plus but not necessary.
- Must have a pleasant telephone manner and effective communication skills.
- Ability to work independently.
- Ability to stay calm in stressful situations.

Please visit our website at www.rivierachurch.org

Please contact Church Administrator at rivierachurch@gmail.com to schedule a Zoom interview

Part-Time Position: 15-20 hours a week

Hourly Rate: \$15-\$19 an hour depending on experience

This position answers to the Pastor and the Church Administrator.

Personnel Committee Approved: October 10, 2021

Session Approved: Approved: October 19, 2021