



# TEXAS BAPTISTS®

BAPTIST GENERAL CONVENTION OF TEXAS

## OPEN POSITION POSTING

**Opening Date:** 7/14/2022

**Closing Date:** Until Filled

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**Position Title:** Social Media Specialist

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**Department/Division:** Communications

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**Job Type:** Regular Full Time, Exempt

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**Location:** 7557 Rambler Dr, Suite 1200, Dallas, Texas 75231

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### **BASIC FUNCTION:**

Manage the convention's strategy in social media, directing ministry teams in telling their stories effectively online and producing content and managing the convention-wide effort in social media.

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**Position description/objective:** *NOTE: Some descriptions may have more specific duties and/or goals and objectives attached to this form. Such attachments normally reflect unique aspects of specific locations, shifts, departments, etc.*

- \*1. Serve as an account manager for social media efforts for the corporate Texas Baptists accounts.
- \*2. As the lead for the convention's new media efforts, develop and oversee a new media strategy for BGCT, working with the communications team and staff from other ministry teams.
  - a. Manage the BGCT's new media efforts, watching for opportunities and risks.
  - b. Manage new media initiatives and projects in conjunction with the new strategy, working with staff and people outside of the BGCT.
  - c. Work closely with the Web and News teams to produce content that effectively communicates via new media, and to populate the Texas Baptists website.
- \*3. Work with BGCT ministry teams and leadership on using new online media:
  - a. Teach staff how to effectively use new media as a promotional tool
  - b. Direct ministry teams in their use of new online media.
  - c. Serve as a liaison to convention leaders about online conversations
  - d. Effectively disseminate information connected to BGCT priorities
- \*4. Assist Texas Baptist churches in utilizing new media for their ministries.
- \*5. Maintain compliance with BGCT policies and procedures. Maintain compliance with all state and federal laws and regulatory requirements.
- \*6. Attend meetings, training and continuing education courses to stay current with new trends in new media and technology as required.
- \*7. Accurately process mail and all daily correspondence.
- \*8. Promptly answer phones, take messages and respond to requests for information accurately.
- \*9. Perform other duties as required.

*\*Task which is considered to be an essential and primary function of the job.*

Social Media Specialist

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**Required skills and experience:** *NOTE: These requirements represent minimum levels in order to perform the job on a satisfactory basis. Candidates must have the ability to satisfactorily perform the essential functions of the job.*

1. In-depth understanding of a comprehensive field of knowledge, generally acquired through a journalism or communications degree and applicable work experience. Requires Bachelor's degree in related field or equivalent minimum of four years proven experience in related role.
2. Active membership in a church supportive of the BGCT during employment.
3. Commitment to Christian principles and teachings both professionally and personally, with an understanding and commitment to Baptist distinctives.
4. Growing knowledge of best practices and trends of communications and new media.
5. Ability to properly counsel BGCT employees on best new media practices to employ for achieving desired results.
6. Ability to make accurate, informed decisions on the direction of new media communications.
7. Broad knowledge of communication channels including print, Internet, television/video, and radio.
8. Excellent interpersonal skills.
9. Proficient ability to speak, read and write English.
10. Ability to speak clearly and make self understood in face-to-face interactions; to articulate with accuracy on the telephone.
11. Ability to hear and receive verbal instructions, answer phones, and proficiently communicate in situations with some background noise.
12. Ability to concentrate on fine detail with some interruption; ability to focus attention on tasks for 45-60 minutes at a time on a continuous basis.
13. Ability to understand and relate to the theories behind several related concepts; ability to remember verbal and written tasks/assignments from a few hours to long periods of time.
14. Ability to establish and maintain effective working relationships with staff, churches, committees, organizations, etc.
15. Professionalism in the workplace to include professional and accurate communication with others.
16. Requires proficient working knowledge and ability to use various office software including, but not limited to, Microsoft Word, Microsoft Excel, Microsoft Outlook, Photoshop and basic Internet software.
17. Ability to use up to 20 pounds of force occasionally and/or up to 10 pounds of force frequently to move objects.
18. Requires ability to grasp, push, pull, carry or otherwise manipulate objects; ability to perform tasks requiring action of muscles or groups of muscles and foot and/or hand-eye coordination.

**CONTACT:**                   **Human Resources**  
                                  **Phone 214-828-5168**  
                                  **FAX 214-853-4257**  
                                  **E-Mail [hr@texasbaptists.org](mailto:hr@texasbaptists.org)**

**Texas Baptists is an Equal Opportunity Employer.**

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