



**TEXAS BAPTISTS®**  
BAPTIST GENERAL CONVENTION OF TEXAS

**OPEN POSITION POSTING**

**Opening Date:** 02/16/2023 **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 Road, Suite 1200, Dallas, TX 75231

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**BASIC FUNCTION:** Implement the convention's strategy in social media while interacting and engaging with social media publics to connect with a growing audience and build meaningful relationships.

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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.*

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- \*1. Serve as an account manager for social media efforts for the corporate Texas Baptists accounts.
- \*2. Lead day-to-day management of social media communities, including but not limited to Facebook, Instagram, Twitter and LinkedIn, using social tools to manage, schedule and monitor posts.
  - a. Monitor, moderate and manage conversations, watching for opportunities and risks.
  - b. Work closely with the Content team to implement initiatives, campaigns and content strategy.
  - c. Collaborate with the Content, Design and Web teams to create, publish and share content that builds meaningful connections, increases brand awareness and encourages community members to engage with the BGCT.
- \*3. Grow and engage social media communities with a targeted approach that builds relationships and encourages interaction.
- \*4. Work with BGCT ministry teams and leadership on using social media:
  - a. Teach staff how to effectively use social media as a promotional tool.
  - b. Direct ministry teams in their use of social media.
  - c. Serve as a liaison to convention leaders about online conversations.
  - d. Effectively disseminate information connected to BGCT priorities
- \*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 social media and technology as required.
- \*7. Accurately process mail and all daily correspondence.

**Social Media Specialist**

- \*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.

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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 social media.
5. Ability to properly counsel BGCT employees on best social media practices to employ for achieving desired results.
6. Ability to make accurate, informed decisions on the direction of social 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 214-828-5327**  
                                     **FAX 214-853-4257**  
                                     **E-Mail [hr@texasbaptists.org](mailto:hr@texasbaptists.org)**

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

**Social Media Specialist**