



Social Media Specialist

Connected Families is seeking a Social Media Specialist to join our team for a 6-month contract. The person in this position will work 10 hours a week, can live anywhere in the United States (with a slight preference for the Twin Cities), and will be a member of the Engagement Team.

The greatest need is someone who sees social media as a ministry tool, and who knows Instagram well. This person will have creative inspiration with a “get it done” attitude and the ability to sequence projects and timelines, with high attention to detail. Preference will be given to a person with data-driven social media experience. There will be a once per week Engagement Team meeting. The balance of the work time will be autonomous in nature.

Responsibilities:

- grow brand & product awareness by providing social media content that inspires, cares for, and equips parents
- collaborate with the Engagement Team to create a social media strategy
- create and post social media collateral with our existing content using our posting software Meet Edgar
- do minor video and audio editing
- track and support affiliate, influencer, and advocate activities on social media
- ensure community members feel like they belong and are valued by connecting on a more personal basis to their comments and questions on social
- track and record key performance indicators using an analytic dashboard

Qualifications:

- vital and growing faith with an agreement to the [CF Statement of Faith](#)
- know and embrace the [Connected Families Framework](#) for parenting
- excellent knowledge of social media platforms including Instagram, Pinterest, and Facebook
- proven experience engaging community on social media platforms
- strong attention to detail with a systematic mindset and approach
- willingness to learn new things and take on new challenges
- excellent communication skills - both written and verbal
- consistently looks for ways to improve processes and systems
- a caring and compassionate personality
- graphically inclined or able to learn
- video editing/management experience or ability to learn

While this is a six-month contract position, there is the possibility that the work will grow into a permanent position with increased hours and responsibilities.

Please send your letter of interest and resume to the Director of Engagement, Stacy Bellward, at sbellward@connectedfamilies.org with the subject line “Last Name, First Name - SM” by April 29, 2022. Interviews will take place the week of May 2 with a start date in May.