

JOB DESCRIPTION

Job Title: Social Media Manager

Location: Remote

Reports to: Director of Communications

Status: Support-raising Role

Position Type: Part-Time or Full-Time (Depending on Applicant Availability)

Date Created/Revised: 10/24/25

Position Summary:

We are seeking a strategic and mission-driven **Social Media Manager** to lead our social media team and amplify Joshua Project's digital presence. You will be responsible for developing and implementing a holistic social media strategy, overseeing the execution of campaigns, and managing a team of Social Media Specialists to grow and engage our online community. The ideal candidate has strong leadership skills, a passion for the global missions movement, and a knack for turning big-picture goals into impactful digital results.

Essential Roles and Responsibilities:

- Social Media Strategy & Leadership
 - Develop and own the overarching social media strategy that aligns with Joshua Project's mission and marketing objectives.
 - Create and manage a comprehensive content calendar across all platforms (Instagram, Facebook, X, YouTube, Threads, LinkedIn), ensuring consistent and engaging messaging.
 - Grow, lead and mentor a team of Social Media Specialists, providing guidance, feedback, and support to ensure high-quality execution.
 - Stay current on industry trends, platform algorithm changes, and best practices to keep Joshua Project's strategy innovative and effective.
- Campaign Management
 - Oversee the development, execution, and optimization of social media campaigns that highlight key missional themes, movements, or seasons.
 - Collaborate with the Director of Communications and other departments to ensure social media initiatives align with broader organizational priorities.
 - Manage paid social media campaigns to boost key initiatives and maximize reach and impact.
- Team & Community Oversight
 - Oversee day-to-day community engagement to ensure timely, warm, and clear responses to comments and messages.
 - Develop and implement strategies for networking and collaborating with like-minded mission agencies, creators, and followers.
 - Create and implement social media policies and procedures for the team to ensure brand voice and consistency.
- Analytics & Reporting



- Define and track key performance indicators (KPIs) to measure the success of social media campaigns.
- Monitor insights and analyze performance data, providing regular reports to the Director of Communications with actionable recommendations for optimization.
- Continuously test and adjust strategies based on data to improve reach, engagement, and conversion.

Qualifications:

- Demonstrated experience in a social media management or team lead role.
- Proven track record of developing and executing high-impact social media strategies.
- Experience in a missions-focused environment is a plus.
- Strong leadership, project management, and collaborative skills.
- Expertise in social media platforms, analytics tools, and content creation software (e.g., Adobe Creative Suite, Canva).
- Exceptional written communication, storytelling, and strategic thinking abilities.
- Deep passion for the unreached and mobilizing others toward God's global mission.

What We're Looking For:

- A strategic thinker who can not only manage content but also lead and inspire a team.
- An organized self-starter who excels at managing multiple projects and priorities.
- A dedicated leader with a heart for missions and a mind for marketing.
- A collaborative team player who thrives in a Kingdom-minded environment.

Minimum Physical Requirements:

- The duties of this job frequently require the worker to sit for extended periods of time.
- Can work remotely, not required to be in the Joshua Project office.

