

JOB DESCRIPTION

Job Title: Social Media Specialist

Location: remote

Reports to: Director of Communications

Status: Exempt, support-raising

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

Date Created/Revised: 4/15/25

Position Summary:

We're looking for a creative and mission-driven **Social Media Specialist** to grow and engage our online audience. The ideal candidate has a background in missions, a strong visual eye, and a knack for turning compelling ideas into engaging digital content and campaigns. You'll lead the charge in shaping our social presence—designing visuals, writing captions, strategizing campaigns, and building genuine community among believers and organizations passionate about God's global purpose.

Essential Roles and Responsibilities:

- **Social Media Strategy & Growth**
 - Develop and execute a content calendar across platforms (Instagram, Facebook, X, YouTube, Threads, LinkedIn)
 - Create and manage campaigns that highlight key missional themes, movements, or seasons
 - Grow followers and boost engagement with intentional storytelling, reels, carousels, and video shorts
- **Graphic Design & Content Creation**
 - Design branded graphics, reels, story assets, and motion content
 - Repurpose content for multi-platform use (IG → YouTube Shorts, etc.)
 - Align visuals with our core message: God's heart for the nations
- **Community Engagement**
 - Respond to comments and messages with warmth, humility, and clarity
 - Network and collaborate with like-minded mission agencies, creators, and followers
 - Help foster a digital space where people feel equipped, inspired, and connected
- **Analytics & Optimization**
 - Track performance, monitor insights, and adjust strategy for better reach and impact
 - Stay up to date on trends, best practices, and tools for mission-focused storytelling

Qualifications:

- Demonstrated experience growing and managing social media platforms
- Graphic design proficiency (Adobe Creative Suite, Canva, etc.)
- Campaign creation or content marketing background
- Personal experience with missions (short-term or long-term)
- Strong communication, time management, and storytelling skills



- Passion for the unreached and mobilizing others toward God's global mission
- Bonus: Experience with video editing, email marketing, or project management tools

What We're Looking For

- Someone who doesn't just schedule posts, but casts vision through content
- A team player who thrives in a collaborative, Kingdom-minded environment
- A missionary heart with a designer's eye and a marketer's mind
- A self-starter who brings fresh ideas and creative energy to the table

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.

