



## POSITION ANNOUNCEMENT

**Align Life Ministries** is a gospel-sharing, life-affirming ministry with client locations in Lancaster and Lebanon counties. For more information go to [AlignLifeMinistries.org](https://AlignLifeMinistries.org).

### Social Media Manager

Align Life Ministries is seeking an experienced professional with a passion for sharing the gospel and championing life through social media platforms. The Social Media Manager is responsible for driving strategy for creative, high-performing campaigns that align with the ministry's communication strategies, planning and producing all content aspects of campaigns, and reporting performance analytics.

The qualified candidate will demonstrate a mature and active relationship with Jesus Christ as Savior and Lord, a desire and ability to share the gospel, and a strong pro-life position. In addition, professional qualifications include the following:

- Minimum 1-3 years of professional social media strategy experience
- Previous social media experience with content and campaign creation
- High proficiency in the use of core platforms (Facebook, Twitter, Instagram, YouTube, etc.)
- Creative thinking and strong written and oral communications
- Ability to use data, performance insights, and social trends to develop new strategies
- Experience with Hootsuite a plus

This position is part-time (approximately 20-24 hours per week) and is located at our headquarters in Lebanon, PA. Compensation commensurate with experience.

**If interested, send a resume and cover letter to:** Align Life Ministries, P.O. Box 707, Lebanon, PA 17042-0707, Attn: Mary Anna Wingenroth or [mwingenroth@alignlifeministries.org](mailto:mwingenroth@alignlifeministries.org).

Posted August, 2022



**Job Description**  
**Align Life Ministries**  
**Social Media Manager**  
**(Part Time 20-24 Hours Per Week)**

August 2022

**Objectives of the Position:** The Social Media Manager advances the ministry's mission by conducting and enhancing external messaging through social media communication and marketing efforts to improve ministry connections with current and potential supporters, ministry and church leaders, pregnancy services and post-abortive clients, and potential customers for ministry-produced resources.

**Reports to:** VP of Resources & Communications

**Works in conjunction with:** President, Vice President of Strategic Partnerships and Prayer, Director of Supporter Relations, Community Relations Coordinator, Events Coordinator, Align Pregnancy Services Directors, Director of Client Services, Client Services Assistant, Digital Communications Coordinator, and Stewardship Assistant

**Supervises:** n/a

**Location:** Align Life Ministries Headquarters, Lebanon, PA

**Qualifications:**

1. Be a committed Christian who demonstrates an active personal relationship with Jesus Christ as Savior and Lord
2. Exhibits a strong commitment and dedication to the pro-life position and sexual purity
3. Is able to thrive in and participate in a culture where corporate worship, relational community, and corporate discerning of the Lord's will are woven into all aspects of our ministry
4. Have exceptional written and oral communication skills
5. Have experience with social media platforms including (but not limited to) Facebook, Twitter, YouTube, Instagram
6. Have experience utilizing and leveraging social media management and analytic tools
7. Have ability to create/produce/provide social media graphics and in-house videos
8. Have ability to work collaboratively with other staff members
9. Have excellent organizational skills to manage multiple projects, deadlines, and tasks
10. Be attentive to details
11. Be self-motivated and able to carry out responsibilities autonomously within an established framework

**Clearances:** The Social Media Manager must provide successful completion of a Pennsylvania Criminal Background Check, FBI Fingerprint Background Check, and Pennsylvania Child Abuse History Clearance prior to employment.

**Duties:**

1. Support, communicate, and further the ministry's mission to proclaim the gospel of Jesus Christ and champion the sacredness of human life through social media channels that align with the ministry's communications plan.
  - a. Be familiar with and utilize the communications goals, brand standards, audiences, communications calendar, etc.
  - b. Monitor and enforce the ministry's social media platforms to ensure they align with brand standards.
2. Build, execute, analyze, and enhance the ministry's social media strategy for supporters and clients.
  - a. Create and execute the social media schedule in conjunction with the ministry's communications calendar and client advertising plans.
  - b. Serve as the primary social media content creator/developer for client-, supporters-, and customer-facing social media. Create ideas, gather content, write, copy, create graphics, and produce videos for ministry social media postings.
  - c. Moderate user-generated content in accordance with the ministry's engagement policy.
  - d. Create and implement paid social media campaigns to increase brand awareness and attract new clients and customers.
  - e. Recommend and implement improvements to the social media strategy through ongoing analytics.
  - f. Prepare regular reports on the ministry's digital effectiveness.
3. Build, execute, analyze, and enhance Align Life Ministries' President's social media platforms
  - a. Initiate and maintain the President's social media including Facebook, LinkedIn, and Twitter.
  - b. Recommend improvements to the digital strategy through ongoing analytics.
  - c. Prepare regular reports on digital effectiveness.
4. Perform additional duties to support the ministry's digital presence.
  - a. Maintain knowledge of current and trending digital practices to make recommendations related to information design, platforms, etc. to enhance/expand the ministry's social media presence.
  - b. Have an ongoing awareness of the ministry's online reputation and brand, as well as that of industry peers, etc.
  - c. Contribute data and information for the annual digital communications budget.

**Other**

1. Uphold the Statements on Ministry Purpose; Vision; Mission; Faith; Sacredness of Human Life; Biblical Authority; Marriage, Gender and Sexuality; The Gospel of the Kingdom of God document and Core Values; and uphold the policies and procedures of the ministry.
2. Maintain healthy staff relationships, participate in staff meetings and gatherings, and participate in fundraising and other ministry events per Employee Handbook.