



Tennessee-Western Kentucky Conference of the United Methodist Church Job Description

Job Title: Digital Media Specialist

Reports to: Director of Communications

Status: Non-Exempt

Classification: Full-time

Background:

The Tennessee-Western Kentucky Conference connects and serves United Methodist Churches across middle and western Tennessee, as well as western Kentucky. The conference's mission is to discover, equip, connect, and send lay and clergy leaders to shape congregations that offer Christ to a hurting world, one neighborhood at a time. The work environment is highly collaborative, adaptive, and nurturing.

Summary of the Position:

The Digital Media Specialist supports the Director of Communications by creating, managing, and optimizing content for digital platforms, including social media, website, and e-newsletters. This role also involves video and photography content creation, collaboration on podcast production, and assisting with event planning. The specialist will drive the strategy for social media engagement, manage multimedia production, and ensure content aligns with the mission and vision of the conference. This position involves a blended work schedule with time spent every week both working remotely and at the Nashville office (1908 Grand Avenue).

Key Responsibilities:

- **Content Creation & Management:**
 - Develop high-quality multimedia content (photo, video, written) for social media, website, event app, and e-newsletters that engages the audience and furthers the conference's mission.
 - Shoot, edit, and deliver high-quality photo and video content using provided industry-standard hardware and software.
 - Maintain consistency in tone, style, and messaging across all digital platforms and campaigns.
 - Collaborate with cross-functional teams to align communication strategies and digital content with broader conference initiatives.
- **Social Media Management:**
 - Oversee social media presence on platforms including but not limited to Facebook, Twitter, and Instagram, creating and scheduling posts, managing follower interactions, and growing engagement.
 - Analyze social media metrics and adjust strategies based on performance insights to enhance engagement.
- **Website Management:**
 - Manage and update the conference's website, ensuring timely and accurate postings of articles, events, and multimedia content.
 - Optimize content for SEO, enhance user experience, and monitor site performance.

- **Marketing & Analytics:**
 - Design and execute email marketing campaigns, digital newsletters, and other online marketing efforts.
 - Utilize marketing analytics tools to track the performance of digital marketing campaigns and social media channels, offering insights and actionable recommendations to improve engagement.
 - Collaborate on innovative marketing strategies to increase digital reach and engagement.
- **Event Support:**
 - Collaborate with annual conference presenters to ensure that presentation length and on-screen media are within production standards.
 - Manage annual conference communications to include website and app content, email updates, social media support, and print materials as needed.
 - Assist with the production of multimedia content for annual conference and special events, ensuring technical and creative excellence.
- **Collaborative Work & Strategy:**
 - Serve with teams including the Communications Strategy Team, Annual Conference Design Team, and Table Talk Podcast Team.
 - Engage collaboratively with a variety of ministry teams to ensure cohesive storytelling across platforms.
 - Proactively identify challenges and opportunities within communications strategies, offering creative solutions to improve the effectiveness of digital engagement.
 - May be required to support the work of other conference leaders or teams, as directed.

Qualifications and Skills:

- **Content Creation & Storytelling:** Strong proficiency in content creation, copywriting, and visual storytelling to engage audiences effectively.
- **Social Media Proficiency:** Proven experience growing and managing social media accounts across all major platforms. Versatile in content strategies tailored to different platforms.
- **Digital Marketing Expertise:** Sound understanding of digital marketing channels, including social media, email marketing, and more.
- **Website Management:** Proficiency in WordPress and a basic understanding of HTML. Experience optimizing content for SEO is a plus.
- **Visual Media Production:** Knowledge of photo and video hardware (cameras, lighting, audio capture) and editing software such as Adobe Creative Cloud.
- **Mission Mindset:** Committed to the mission and ministry of the United Methodist Church; commitment to the mission, vision, and values of the TWK Conference; United Methodist background preferred.
- **Communication & Collaboration:** Excellent verbal and written communication skills, with the ability to work effectively in a team and collaboratively with ministry teams.
- **Problem-Solving:** Ability to proactively identify challenges and provide innovative, creative solutions to enhance digital engagement.
- **Creative Mindset:** A flair for developing fresh ideas and strategies to grow digital presence and enhance storytelling.
- **Organizational Skills:** Ability to manage multiple projects and priorities, ensuring deadlines are met.

Education and Experience Requirements:

- Bachelor's degree in communications, marketing, or a related field is preferred.
- Minimum three (3) years of relevant experience
- \$55,000 - \$60,000/annually
- A digital portfolio showcasing content creation and multimedia work is required.

Work Schedule and Benefits:

- Full-time, Monday to Friday, with occasional weekend work.
- Hybrid work model, with some in-office days each week in Nashville.
- Full-time employees are eligible for medical/dental/vision benefits, a 403(b) retirement savings plan, and paid time off.

Stipulations: Because of the Conference's religious organization status, its employees are not eligible for unemployment benefits.

Location: Nashville, TN

Physical Demands and Working Conditions:

While performing the duties of this job, the employee will be in an office environment. The person in this position needs to occasionally move about inside the office to access file cabinets, office machinery, etc. The person in this position frequently communicates with the public and other co-workers. Must be able to remain in a stationary position 50% of the time. Employee must occasionally lift or move office supplies or other items weighing up to 25 pounds. Minimal travel to other conference locations in Middle or West Tennessee and Western Kentucky may be required.

Application Process:

Qualified applicants should send a letter of interest and resume, along with a link to a portfolio showcasing relevant work, to careers@twkumc.org and specify that you are applying for the Digital Media Specialist position. Deadline for submission: December 4, 2024. The job is contingent on the successful completion of references and background checks.