



Title: **Web and Social Media Manager**
FTE: .6
Reports to: Director of Communications
Location: Elkhart, IN; Newton, KS; or dispersed
Date: September 27, 2017

Purpose

The Web and Social Media Manager plays a key role in designing, developing and enhancing Mennonite Church USA's web presence, as well as ensuring that site content is consistent with the denomination's priorities and overall brand strategy. They will also oversee the Mennonite Church USA presence on social media outlets including – but not limited to – Facebook, Instagram and Twitter.

Responsibilities

- Manage the overall look and design of the Mennonite Church USA website, in collaboration with the Graphic Designer.
- Manage the production and maintenance of timely and compelling content on the Mennonite Church USA website using a WordPress content management system.
- Ensure strong brand identity on the Mennonite Church USA website and social media.
- Offer trainings and support for departments as needed to help them keep content current and fresh.
- Keep consistent, quality content posted on Mennonite Church USA's Facebook, Instagram and Twitter feeds.
- Moderate website and social media comments and respond to questions as needed.
- Produce and generate digital content for social media feeds—memes, web sliders, etc.
- Monitor social media analytics and create monthly reports to track activity.
- Manage Mennonite Church USA's photo archive on Flickr.
- Participate in communications team meetings on a weekly basis.
- Coordinate video production and editing as needed and as time permits.
- Build and maintain collaborative relationships with communicators from other Mennonite Church USA agencies, organizations and area conferences. Pull together occasional meetings of agency web designers and managers for a sharing of resources and knowledge together.
- Conduct competitive audits of similar websites and propose new content and features for MennoniteUSA.org.
- Additional duties as assigned by supervisor.

Leadership and communication skills

- Knowledge of template design and editing on a WordPress platform. Extensive knowledge of CSS coding.
- Familiarity with social media channels and content production.
- Ability to work as part of a team.
- Ability to multi-task and self-manage. Adaptability, self-motivation and prioritization are imperative.
- Good understanding of communications theory and strategies.
- Ability to meet deadlines and be detail oriented.
- Excellent interpersonal communication skills with a wide range of constituents.
- Fluency in Spanish is a plus.
- Anti-racism training a plus.

Technical skills

- Experience with responsive web design, as well as understanding of new media platforms (blogs, podcasts, video, webinars, etc.).
- A bachelor's degree in communication, graphic design, marketing, computer science, e-commerce or similar field.
- At least two year's experience in a web-oriented communications or marketing position, with experience using and working with WordPress.
- High proficiency in Word, Excel, Outlook and PowerPoint.
- Experience with various programs a plus (content management software or proven skills with Adobe PhotoShop, HTML, Macromedia Dreamweaver or Flash).
- Ability to do basic video editing and production.
- Familiarity with Flickr and photo editing.
- Desire to stay up to date with social media forms such as Twitter, Facebook, Instagram, YouTube, etc.

We are committed to diversity among staff and welcome people of diverse backgrounds and abilities to apply. To request a copy of the job description and an application form, contact HR@MennoniteUSA.org or call 316-281-4257.