Job Description

Position Title: Social Media Specialist
Reports to: Experience and Communications Manager
Revised*:* 11.16.26

Department: Campus Support
Status: Full time, salaried, exempt

Primary Purpose
The NewPointe Social Media Specialist will contribute to NewPointe's mission of inspiring people to follow Jesus by executing strategic, mission-aligned marketing initiatives that elevate NewPointe's digital presence, engage campus communities, and communicate the church's vision with clarity and creativity. This role drives content development and social media strategy across platforms, strengthens local campuses through resources and coaching, and ensures excellence in all digital platforms.

Essential Job Functions/Key Result Areas (KRAs)

- Lead and execute comprehensive social media strategy across Campus Support platforms (Facebook, Instagram, YouTube) to consistently Show, Tell, and Inspire through engaging content that aligns with NewPointe's mission and values.
- Develop and produce social media graphics not only for the main NewPointe social media platforms, but also resource and support campus social media initiatives by providing monthly content packages, strategic guidance, and ongoing coaching to campuses.
- Maintain and optimize NewPointe's digital public presence across all business platforms (Google Business, Yelp, etc.) to ensure accurate, current information and consistent brand representation that effectively communicates NewPointe's vision to the community.
- Captures and edits short-form video content for social media accounts using Adobe Premiere Pro, CapCut, and Captions.ai.
- Serves as lead photographer for church services and ministry events, including Sunday services, Armor Sports, camps, and adult ministry events.
- Oversee photography operations including content capture, post-production editing, and volunteer team development to support all visual communication needs across NewPointe's ministries/campuses and platforms.
- Other duties as assigned.

Position Requirements

Supervisory
- Lead Volunteers

Knowledge/Skills/Abilities
- Proficient in the following software applications:
    - Adobe's Creative Suite (Photoshop, Illustrator, Lightroom, Premiere Pro)
    - CapCut

    - Captions.ai
    - Canva
    - MS Word, Excel, and Outlook
- Proficient in photography
- Ability to quickly create relevant and creative communication messages
- Ability to communicate clearly and concisely, both orally and in writing
- Ability to effectively recruit, inspire, and build teams
- Coachable and takes direction well
- Ability to multitask effectively
- Ability to work independently, as well as with a team

Qualifications
Education: College degree or higher
Experience: Minimum of two years' experience in marketing
Licenses: None required

Physical Activities/Requirements (with or without accommodation)
- Ability to move throughout the facility
- May require long periods of standing or sitting
- Be able to lift 25 pounds

Personal and Spiritual Requirements
- Professes Jesus Christ as Lord and Savior
- Commitment to personal spiritual growth and healthy lifestyle
- Models standards and expectations of leaders within NewPointe, including ...
    - Tithe (within 3 months of hire). A tithe is giving 10% of your income to the ministry of the local church at NewPointe.
    - Participate in small group accountability
    - Regular attendance at NewPointe services

At NewPointe we value working through people to accomplish goals, as well as personally contributing at a level that requires God's help. By maintaining these priorities, we will put ourselves in a position where we can continue to strive for excellence and value, reaching lost people.

ACKNOWLEDGMENT
I acknowledge that I have read the above job description and can perform the essential functions of the position with or without accommodation.

_____ _____
Applicant Signature/Date Management Signature/Date