

## **Social Media and Executive Support Specialist Job Description**

First Unitarian Church of Des Moines

Effective May 1, 2021

16 hours/week

**Role:** To ensure a multiplatform daily social media presence by UCDSM while maintaining a position as an onsite church representative tasked with basic administrative support of the functions of the church

### **Scope**

The Social Media and Executive Support Specialist (SMESS) is responsible for basic office management tasks and for providing a daily digital outreach presence for UCDSM. The Social Media and Executive Support Specialist will work under the guidance of the Senior Minister and Communications Coordinator to support a ministry which functions harmoniously with other ministries of the church to promote and amplify the mission and vision of UCDSM.

### **Minimal Performance and Operational Requirements**

- **Able to reliably be present in the building for 4 hours a day, Tuesday through Friday, 1:00 p.m. to 5:00 p.m.**
- **Familiar with and comfortable navigating multiple social media platforms**
- Able to create and disperse content within the parameters of a media plan created by the Communications Coordinator, Communications Team, and Senior Minister
- Strong proficiency with online collaboration tools, social medial platforms such as Facebook, Instagram, Twitter, and YouTube, and familiar with messaging, texting, and ZOOM
- Able to effectively and efficiently use a laptop, desktop, smartphone, or tablet
- Proficient with one or more photo and video editing programs or apps (Photoshop, VSCO, PicMonkey, Snapseed etc.) and able to create basic graphic images including pictures, text, and graphic elements
- Able to problem solve basic office challenges, and discern when to refer problems to appropriate staff or congregation members as needed
- Pleasant and positive attitude, and good communication skills for interacting with staff, church members, visitors, vendors and renters.
- Proficiency in basic math skills and be able to read at a 10<sup>th</sup> to 12<sup>th</sup> grade level
- Comfortable with or willing to learn basic office equipment (e.g, multi-function copier/printer, postage meter)
- Comfortable with or willing to be trained on basic audio/visual equipment

### **General Compensation and Terms**

The Social Media and Executive Support Specialist is a 16 hour per week employee.

- Hours: 4 hours per day, Tuesday thru Friday, 1:00 – 4:00 p.m. preferred. Set hours required
- Pay Rate: \$15 per hour
- Vacation will accrue based on length of service. 0-5 yrs = 4 weeks per year of the employee's regularly scheduled hours, 6+ yrs= 5 weeks
- Employees working at least 15 hours per week but less than 30 hours per week accrue 12 days of sick time per year, pro-rated per their regularly scheduled weekly hours.
- An employee expected to work at least 750 hours per year may enroll at their own expense in the group health insurance plan sponsored by the congregation. An eligible employee may also enroll their dependents.

- Employees expected to work at least 750 hours per year may elect to purchase, at their own expense, group dental insurance, term life insurance, and long-term disability insurance through the group plan sponsored by the UUA.
- The SMESS is expected to provide ample notification directly to the Senior Minister if they will not be present during any scheduled work period.

**Duties and Responsibilities (Digital):**

1. Maintain a daily and weekly scheduled digital presence for the church
  - 2 daily Facebook posts on the UCDSM Facebook public page
  - 1-3 daily Instagram posts on the UCDSM Instagram account
  - 1 or more Tweets per day on the UCDSM Twitter account
2. Coordinate with Senior Minister, Communications Coordinator, and Communication Team to create digital outreach content as needed
3. Use material provided by the Senior Minister, Communications Coordinator and Communication Team to maintain the daily and weekly scheduled digital presence for the church
4. Post UCDSM commercials and videos to the appropriate platforms as needed
5. Expand the UCDSM presence into emerging social media platforms as requested

**Duties and Responsibilities (Administrative):**

- Be present in the building from 1:00 p.m. to 5:00 p.m., Tuesday through Friday
- Answer the primary phone line and route messages as needed
- Accept deliveries
- Order supplies as needed and routinely without oversight
- Coordinate with vendors as needed and routinely to provide desired services
- Coordinate with Finance Director to ensure vendors are paid in a timely fashion
- Coordinate with custodian on room set-ups as needed
- Maintain church calendar and schedule
- Coordinate scheduling and provision of services for rentals, weddings, funerals, etc.
- Assist Membership Coordinator with maintaining Powerchurch database (will train)
- Meet regularly with the Senior Minister and attend staff meetings and retreats as requested

**Core Competencies:**

*Organizing.* Can gather and organize resources (people, funding, materials, support) to get things done; can orchestrate multiple activities at once to accomplish a goal; can use resources effectively and efficiently.

*Self-Sufficiency.* Requires minimal to no daily oversight. Able to complete assigned tasks by effectively managing their time. Seeks guidance and input as needed.

*Interpersonal relationships.* Relates well to all kinds of people, inside and outside of the congregation; builds appropriate rapport; builds effective and constructive relationships; uses diplomacy and tact; is regarded as a team player.

*Planning.* Accurately assesses the length and difficulty of a project; sets objectives and goals; breaks down work into process steps; develops schedules and task assignments; anticipates and adjusts for problems and roadblocks; alerts appropriate people to potential problems in a timely fashion; measures performance against goals; evaluates results.

*Managing conflict.* Deals with problems quickly and directly; steps up to conflicts, seeing them as opportunities; reads situations quickly, focuses when listening; settles disputes collaboratively and equitably; finds common ground and works toward cooperation.

*Trust and integrity.* Is widely trusted; seen as direct and truthful; keeps confidences; admits mistakes; adheres to an appropriate and effective set of core values during good and bad times; acts in line with those values

**Oversight**

The Social Media and Executive Support Specialist is supervised by the Senior Minister. All performance evaluations will be completed by the Senior Minister. Performance evaluations will be done annually.

**Termination**

The Senior Minister at UCDSM retains responsibility for all staff hiring and termination.

- The Social Media and Executive Support Specialist may choose to voluntarily end their employment at UCDSM at any time by providing the Senior Minister or Board President with a written notice of intent to end employment. Because of the specific and individual nature of this work, the SMESS is requested to provide 30 days or more written notice of intent to end employment if possible.
- In the event that UCDSM decides to discontinue the current position of the Social Media and Executive Support Specialist or to terminate the SMESS from this role, the Social Media and Executive Support Specialist will be provided with 30 days’ notice of the end of employment, unless such notice is not possible due to emergency circumstances.
- Continued failure to routinely perform expected job duties after being notified in writing of such failure by the Board or Senior Minister may be cause for involuntary termination.

This signed job description guarantees only the terms of employment and does not guarantee continued employment by UCDSM for any time-period.

**Contractual Duration**

This signed job description will serve as an ongoing yearly employment contract. This contract may be re-evaluated by either party on an annual basis. Such evaluation, if desired by either party, shall be done between April 1 and June 30 of any year, and any changes will become effective on July 1. Any changes to this job description will require that a new copy containing these revisions be printed and signed by all parties.

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**Social Media and Executive Support Specialist (SMESS)**  
**Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Minister Signature**

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**Date**