



# Church Marketing Assistant

## Position Overview:

The Church Marketing Assistant plays a key role in executing the vision of the Communications Department across all campuses. This position is responsible for managing social media platforms, supporting creative direction, and helping communicate the message and events of the church with excellence and consistency.

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## Key Responsibilities:

### Social Media Management

- Plan, create, and publish engaging content across all social media platforms
- Manage day-to-day posting, scheduling, and community engagement
- Develop and maintain monthly marketing and content calendars
- Ensure brand voice and messaging are consistent across all channels

### Creative Team Leadership

- Lead, organize, and resource the creative team across all three campuses
- Collaborate with ministry leaders to capture and communicate key moments and events
- Help cast vision and provide direction for creative projects

### Content Creation

- Capture and edit photo and video content for social media, events, and campaigns
- Create short-form video content (Reels, YouTube Shorts, etc.)
- Design or assist in design of graphics (Adobe Suite preferred)
- Develop YouTube thumbnails and assist in channel optimization

### Analytics & Strategy

- Track and analyze social media performance and engagement metrics
- Provide regular reports and insights to improve content strategy
- Stay up-to-date with social media trends and platform updates

### Event Coverage

- Be available to capture content during services, events, and special gatherings
  - Coordinate media coverage across multiple campuses when needed
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## **Qualifications:**

- Strong understanding of social media platforms and trends (Instagram, Facebook, YouTube, etc.)
  - Experience with videography, video editing, and photography
  - Proficiency in Adobe Creative Suite (or similar tools) preferred
  - Strong organizational and communication skills
  - Ability to manage multiple projects and deadlines
  - Heart for ministry and alignment with the vision and values of Harvest Church
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## **Schedule & Availability:**

- Flexible on-site schedule with availability for Sundays as required for services and events.
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## **Reports To:**

Communications Director