



## Communications Associate

**Job Status:** Part Time (or Full Time)

**Reports to:** Creative Director

**Updated:** November 2022

### Primary Objectives of Position

*Responsible for overseeing all of the social media accounts for RISE Ministries and producing all copy for digital and print assets of RISE.*

### Core Competencies:

- + Well organized and able to coordinate several tasks simultaneously, with great attention to detail.
- + Proficient in Google calendar, Google docs, and Word (Pages), Excel (Numbers)
- + Proficient in the prominent media platforms.
- + Professional communication and demeanor in person, on the telephone and in written communication.
- + Ability to work independently with little supervision.
- + Creative, wordsmith, and flexible.
- + Follower of Jesus Christ and in agreement with Rise Ministries Statement of faith.

### Key Responsibilities:

- + **Social Media**
  - o Work closely with the Creative Director to determine social media visibility across all platforms (i.e. Facebook, Instagram, Twitter, TikTok).
  - o Create a plan for social media posts (paid and organic) and coordinate the production of assets.
  - o Create engaging content for social media platforms.
  - o Manage all social media accounts associated with RISE Ministries, including RiseFest, the podcast, and Rob Roozeboom's platforms.
  - o Collect and analyze data to optimize reach and attract new organic followers.
  - o Organize a social media team for event days to ensure all platforms are covered.
- + **Copywriting**
  - o Create a timeline of copywriting needs based on event cycles.
  - o Learn the "voice" of Rob and RISE to accurately portray the ministry via engaging written word
  - o Write all copy for RISE assets including emails, social media posts, donor print pieces, newsletters, press releases, website, etc.
  - o Streamline the process for editing pieces to ensure there are no spelling or grammatical errors or misinformation in any assets going out from RISE.
- + **Administrative**
  - o Research and schedule guests to be on the podcast.
  - o Maintain and update a social media calendar for the various platforms to push out information in an appropriate timeline.
  - o Utilize Later (or similar platform) for scheduling posting on socials.
  - o Schedule meetings to capture direction for copywriting content.
  - o Track and measure against set goals for social media growth.
- + **Other Responsibilities**
  - o Engage in personal and team development opportunities presented by RISE Leadership.
  - o Professional demeanor and approach and behavior consistent with the standards contained in RISE manuals where applicable (i.e. Employee Manual, Financial Management Policy, etc.).
  - o Engagement with the RISE vision, mission and values.
  - o Develop strong relationships and work in cooperation with other RISE team members.
  - o Other duties and responsibilities as assigned by the Creative Director.