

Job Title: Social Media Manager

Position Type: Part-Time (25 hours)

Reports To: Communications Director

Location: Valley Stream, NY (In-person)

Position Summary

The Social Media Manager is responsible for overseeing all Bethlehem social media accounts and associated ministry platforms, driving marketing growth, engagement, and digital presence aligned with current trends. This role creates and shares impactful, church-centered content that extends Bethlehem's reach and supports its mission.

Working under the direction of the Communications Director, the Social Media Manager leads the development and execution of multi-channel digital strategies, leveraging analytics, content planning, and paid advertising to optimize performance. This individual collaborates closely with the Communications Team, Creative Arts Ministry, and Media Team to ensure a cohesive and compelling online presence that reflects the heart of Bethlehem while reaching new audiences.

Roles and Responsibilities

Core Responsibilities

- Attend weekly Communications staff meetings
- Lead and facilitate Social Media Team meetings
- Oversee all social media accounts across campuses and ministries
- Ensure all platforms adhere to Bethlehem's brand standards and voice
- Develop and execute a comprehensive social media and digital marketing strategy
- Create, schedule, and publish engaging content across platforms (Instagram, Facebook, YouTube, etc.)
- Maintain a consistent posting cadence (minimum 4–5 posts per week plus ongoing story engagement)
- Monitor platforms, respond to comments/messages, and actively engage with the online community
- Manage and maintain the church's YouTube channel

Strategy, Analytics & Growth

- Utilize analytics tools (e.g., Meta/Instagram Insights, Google Analytics) to track performance and inform strategy
- Research trends and adjust content and campaigns to maximize reach and engagement
- Develop and manage content calendars aligned with ministry priorities
- Support and execute SEO strategies to enhance digital visibility
- Develop marketing recommendations, campaign strategies, and cost estimates
- Manage and steward paid advertising efforts and budget

Team Leadership & Collaboration

- Recruit, develop, and train volunteer social media and photography team members across campuses
- Coordinate volunteer schedules and assignments to ensure consistent coverage for services, events, and content needs
- Provide guidance, accountability, and ongoing support to volunteer teams

- Collaborate with the Creative Arts Ministry and Media Team to produce high-quality, aligned content
- Partner with ministry leaders to support event promotions and communication needs

Content & Campaign Support

- Support promotion of events, sermon series, and key ministry initiatives
- Contribute to multi-channel campaigns that integrate social media with broader communications efforts
- Participate in special projects as assigned, including event and series promotions

Qualifications and Requirements

Minimum Requirements

- High school diploma or GED required
- Team-oriented, flexible, and able to thrive in a fast-paced, dynamic environment
- Ability to work independently, take initiative, and manage multiple priorities
- Strong professionalism, discretion, and communication skills when engaging with staff, volunteers, and the congregation
- Strong attention to detail and ability to perform under pressure

Skills and Competencies

- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Canva
- Strong experience in social media management and analytics
- Knowledge of SEO and digital marketing strategies
- Experience managing YouTube and multi-platform content
- Strong written, verbal, and interpersonal communication skills
- Excellent organizational, time management, and multitasking abilities
- Demonstrates a positive, servant-hearted, and collaborative attitude

Physical Demands

- Work may involve standing, sitting, and walking for extended periods
- Requires effective communication using speech, vision, and hearing
- Requires use of hands for basic and fine motor tasks
- May involve bending, reaching, climbing, or similar movements
- Ability to lift, carry, push, or pull up to 20 lbs.

Application Process:

Interested candidates should submit a resume and cover letter outlining their qualifications and experience to Ana Ibis Seebrath at aiseebrath@bethlehemag.org. Applications will be reviewed on a rolling basis until the position is filled.

Equal Opportunity Employer:

Bethlehem Assembly of God is an equal opportunity employer committed to providing a work environment free from discrimination. We are committed to providing equal employment in all our employment practices, including selection, hiring, promotion, transfer, and compensation, to all qualified applicants and team members without regard to race, color, national origin, gender, age, disability, or any other legally protected status in accordance with the requirements of all federal, state, and local laws, unless a particular status protected by federal, state, or local laws contradict the deeply held religious convictions of the church.

Bethlehem Assembly of God hires individuals who align with its religious beliefs and practices, ensuring all employees share and uphold the church's faith-based values. All employees must:

- Be in agreement with the **16 Fundamental Doctrines of the Assemblies of God**.
- Adhere to Bethlehem Assembly of God's **Bylaws and Constitution**.
- Follow Bethlehem Assembly of God's **Code of Conduct**.
- Be in agreement with the **Mission, Vision, and Core Values** of Bethlehem Assembly of God.