

## Eastern Shore Chapel



## Digital Media Manager

Job description

10-12 hrs/week paid

Supervised by Associate Rector

Eastern Shore Chapel Episcopal Church  
2020 Laskin Road, Virginia Beach, VA 23454

[www.easternshorechapel.org](http://www.easternshorechapel.org)

**Focus:** To support the vision, mission, and values of Eastern Shore Chapel by creatively managing and promoting digital and social media presence.

### Responsibilities:

- Develop and maintain consistent and engaging social media content on Eastern Shore Chapel Facebook and Instagram Pages.
  - Manage ongoing social media messaging and communication strategies
  - Creatively build following and engagement.
  - Communicate, inform, and promote all church activity
- Update and maintain Eastern Shore Chapel Website – content creation, promotion, and management.
- Oversee that Sunday services, events, formation activities, and gatherings are photographed, and maintain a library of updated photos on social media pages and our website.
- Utilize photographs on social media platforms
- Attend weekly staff meetings and ensure calendar updates are on all digital media platforms.
- Communicate with church ministries in creating communication plans for their respective areas.
- Continually look for ways to communicate Church-wide and ministry events in creative ways that will evoke a response from the congregation and community. Assess and determine the most effective way to communicate a message to its intended audience.
- Keep ears open to stories of life-change within the church. Develop ways to creatively communicate those stories.
- Assist parish administrator with weekly e-newsletter when needed.

### Knowledge, Skills, and Abilities

- Excellent written and verbal communication skills that are clear and effective

- Demonstrated competency in the following:
  - Wix website hosting
  - Canva, Text Art, or other preferred method of design app
  - Facebook business suite
  - Photoshop
  - Intuitive social media skills
- Positive interpersonal influence (sense of humor)
- Awareness of Episcopal traditions and Liturgical church calendar, or willingness to learn

**Education and Experience**

Bachelor's degree preferred or in process.