

Job Title: Social Media and Communications Manager

Organization: Grace Church Frisco

Location: Frisco, Texas

Job Type: Part Time with Growth Potential to Full-Time

Position Summary: The Social Media and Communications Manager provides overarching strategic leadership and hands-on oversight for all internal and external communications at Grace Church Frisco. With a primary focus on creating print and digital, photo and video, expanding our digital reach and social media presence, this role is designed to architect how the church engages with our congregation and the broader Frisco community. The Manager will develop comprehensive communication strategies, oversee brand identity, analyze digital metrics, and build a team of creative volunteers to ensure that every touchpoint—visual, written, and digital—is excellent, engaging, and theologically faithful.

JOB RESPONSIBILITIES

1. **Social Media Strategy & Leadership:** Architect and execute a comprehensive, multi-platform social media strategy (Instagram, Facebook, YouTube, X, etc.) to drive engagement, foster community, and reach the unchurched. Monitor analytics, identify trends, optimize content performance, and actively manage the online community (responding to comments and messages).
2. **Overarching Communications Strategy:** Develop, manage, and execute the church-wide communications calendar. Serve as the primary communications consultant for pastoral staff and ministry leaders, helping them build strategic promotional plans for sermon series, ministries, and special events.
3. **Digital & Web Oversight:** Lead the continuous improvement of the church website, mobile app, and email marketing efforts. Ensure all digital platforms provide a seamless, user-friendly experience that drives next steps (e.g., joining a group, serving, or visiting on a Sunday).
4. **Content & Brand Management:** Act as the brand champion for Grace Church Frisco, ensuring visual and tonal consistency across all departments. Oversee the production of high-quality graphics, videos, printed materials, and written content. Ensure all messaging is doctrinally sound and aligned with the church's voice.
5. **Team Building & Leadership:** Recruit, train, and shepherd a robust team of volunteer creatives (photographers, videographers, graphic designers, and copywriters). Provide creative direction and manage any outsourced/contracted creative work as needed.
6. **Resource & Budget Management:** Manage the communications and social media budget, allocating resources efficiently for social media advertising, print materials, software subscriptions, and equipment.

PREREQUISITES AND QUALIFICATIONS

1. **Personal**
 - a. Scripture and Prayer
 - i. Maintains a regular devotional life including Scripture reading, study, and prayer.
 - b. Family
 - i. Maintains strong and intentional relationship with family and friends.

- c. Accountability
 - i. Consistently accountable to other members in his or her circle of friends through self-disclosure and the pursuit of input.
 - b. Fellowship
 - i. Committed to faithful and fruitful church membership at Grace Church
2. **Character & Faith:** A clear, growing, and observable commitment to Jesus Christ. Must be a member in good standing, sound in faith and doctrine, fully aligning with the statement of faith of Grace Church Frisco.
3. **Education:** Bachelor's degree in Communications, Marketing, Public Relations, Digital Media, or a related field preferred.
4. **Experience:** 3 to 5+ years of experience in social media management, communications, or digital marketing. Previous leadership experience in a church, ministry, or non-profit setting is highly preferred.
5. **Technical Skills:** * Advanced proficiency in social media platforms, algorithms, and management/scheduling.
 - a. Strong working knowledge of graphic design (Adobe Creative Suite, Canva).
 - b. Experience with website management, email marketing (e.g., Mailchimp, Flodesk), and Church Management Software (e.g., Planning Center, Ministry Brands, Touchpoint).
 - c. Basic understanding of HTML and CSS coding for the purposes of website management.
 - d. Familiarity with digital advertising (Facebook Ads, Google Ad Grants) and SEO best practices is a strong plus.
6. **Soft Skills:** High-level strategic thinker with exceptional written and verbal communication skills. Excellent copywriting, editing, and storytelling abilities. Strong project management skills with the capacity to prioritize tasks, meet deadlines, and lead a team in a fast-paced environment.
7. **Leadership & Teamwork:** A proactive self-starter who thrives on collaboration. Possesses a pastoral heart for shepherding volunteers and a collaborative spirit for working alongside church leadership.
8. **Fit and Role Customization Priority:** Candidates who meet many of these qualifications but have other ministry experiences and/or giftings are encouraged to apply as finalization of this role's responsibilities will be collaborative with the ultimate selected candidate.
9. **Compensation:** Competitive pay and benefits commensurate with candidate's experience.
10. **How to Apply:** If you are passionate about leveraging digital and creative communication to advance the gospel, we would love to hear from you. Please submit your resume, a cover letter detailing your faith journey and communications philosophy,

and a comprehensive portfolio of your work (social media campaigns, design samples, analytics case studies, etc.) to tim.payne@gracechurchfrisco.org