

**The Episcopal Diocese of Texas  
Job Description**

**Job Title: Social Media Curator and Writing Contributor**

**Division: Communications**

**Supervisor's Title: Director of Communications**

**FLSA Status: Exempt**

**Job Summary:**

**Seeking a strategic, dynamic social media curator to establish, drive, and execute a comprehensive and innovative social media strategy that amplifies and enhances our online presence, represents the values of the organization, while also contributing to the team through excellent writing skills for varied publications. Requires ability to develop strategy, create and execute creative campaigns, and test, assess, and report outcomes.**

**Strategy and Expertise**

- Contribute to team through writing articles for various platforms and publications.
- Stay abreast of social media trends and leverage opportunities to enhance our reach.
- Increase, expand, and elevate existing social media presence and audience engagement
- Enhance our following across channels.
- Analyze and monitor online content including social media, search engines, blogs and communities, and other platforms.
- Train others within the organization and throughout the organization how to establish a successful online presence and/or to better engage their following.

**Content Creation and Curation**

- Create, curate, and manage editorial calendar schedule (assessing past calendar platforms and implement a new content editorial calendar that incorporates the overall social media strategy, if necessary).
- Assist with weekly and bi-weekly e-publications and other publications through the submission of articles, photos, etc., that are shared across platforms and gathered in other ways by the team.
- Follow our parishes and institutions and amplify tags when appropriate to bring further visibility to unique stories by way of online expansion.
- Ensure fresh content consistently across all platforms, including the website, integrating video and other creative media.

**Analytics and Reporting**

- Utilize analytics tools to assess the performance of social media campaigns and make informed decisions to optimize results and analyze website engagement.
- Track, analyze, and report performance while setting measurable goals.
- Identify current blind spots, provide recommendations for improvement and growth, and implement recommendations upon approval.

## **Qualifications**

- Possess exceptional writing skills with copyediting and proofreading experience
- Bilingual is a plus
- Possess 2-5 years' experience of successful social media curating including implementation of complex campaigns
- Possess social data analysis experience, and ability to utilize digital tools to locate actionable insights using data points.
- Possess proficient experience using social media management tools.
- Possess experience with live streaming.
- Serve as a driver of creative ideas within the team with the ability to think innovatively as a digital storyteller.
- Demonstrate strong collaboration skills.
- Demonstrate exceptional attention to detail with solid judgment and strong ethics.
- Demonstrate strong project management skills with the ability to adapt quickly to changing priorities.

## **Education and Experience:**

- Bachelor's degree preferred.

## **Physical demands and work environment:**

**The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions.**

- Physical demands: While performing the duties of this job, the employee is often required to walk, sit, use hands to finger, handle or feel objects, tools, or controls; reach with hands and arms, talk and hear.
- Employees must occasionally lift and/or move up to 15 pounds.
- Specific vision abilities required by the job include close visions, distance visions, color vision, peripheral vision, depth perception, and the ability to adjust focus.
- Work environment: while performing the duties of this job, the employee is exposed to weather conditions prevalent at the time. The noise level in the work environment is usually moderate.
- Office environment with regular travel to parishes and diocesan locations.
- Occasional weekend and evening hours will be required to accommodate meetings, events and other gatherings.