



DO WHAT  
YOU LOVE.



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**FAITH CHAPEL**  
SOCIAL MEDIA MANAGER  
JOB PROFILE





A person with a backpack is walking from left to right in the foreground, slightly out of focus. In the background, the Manhattan Bridge spans across the frame, with its steel structure and suspension cables clearly visible. The scene is set during sunset or sunrise, with a warm, golden light illuminating the bridge and the surrounding city buildings. The sky is a mix of orange and blue. The overall mood is urban and dynamic.

*Gne*  
THIRTY NINE

WE EXIST TO BRING  
TRANSFORMATION  
TO PEOPLE AND  
ORGANIZATIONS  
ONE STRONG HIRE  
AT A TIME



# THE FAITH CHAPEL STORY

Faith Chapel is a non-denominational family that is one church in two locations. Our central campus is in Birmingham, AL—an affordable, family-friendly city that is one of the largest in the state and still expanding. Our second campus location was launched in the fall of 2019 in Columbus, GA—a military town that is the 3rd largest city in GA. At Faith Chapel, the mission and vision is “to grow people up through God’s Word to Reflect Jesus.”

Faith Chapel launched in April 1981 in the 4-room home of its Founding Pastor, Mike Moore. Over several decades, through God’s faithfulness, Pastor Mike developed what began as a small home-based Bible study into a growing congregation of thousands committed to transforming lives and families through its weekly worship services, local outreach, and national television broadcast. In December 2002, Faith Chapel completed construction on its \$16 million, 3,000-seat “WordDome” worship facility, which through God’s help, the church paid for entirely debt-free. In 2010, the church completed construction on another of its major building projects—a \$27 million family activity center known as “The Bridge.” Consisting of six interconnected Domes, The Bridge houses many amenities including a 12-lane bowling alley; a Christian teen dance club; a smoke-free and alcohol-free Christian adult event facility; an indoor playground for children; a fitness center complete with strength training equipment, an indoor track, and basketball courts, and a lobby area with a centrally located climbing wall. The vision of The Bridge is to provide a safe place where people of all ages can form life-giving relationships. The facility serves as a strategic tool used by Faith Chapel to “bridge” the gap that exists between those far from God in the community and the local church.

In June 2022, Pastor Mike announced a new season of ministry as he transitioned out of his role as the Senior Pastor at the end of 2022. On January 1, 2023, his son, Michael K. Moore assumed the Lead Pastor role. The leadership and members of Faith Chapel have embraced this new beginning and are excited to walk by faith into a fresh vision, knowing that our best days are still ahead!



# CORE VALUES

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**GOD'S WORD:** We commit to let God's Word guide our everyday lives

**PEOPLE:** We aim to love people the way God loves people

**TEAMWORK:** We work together to achieve more than we could alone

**EXECUTION:** We get things done with integrity and excellence

## JOB SUMMARY

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The Social Media Manager is a dynamic digital storyteller and strategist who helps bring the mission and moments of Faith Chapel to life across all social platforms. This role blends creativity, technical skills, and digital insight to craft platform-specific strategies, create engaging content, and ensure Faith Chapel's social presence is strong, responsive, and on-brand. As a vital member of the Communications team within the Creative & Communications Department (Experience Division), the Social Media Manager oversees daily social execution, collaborates closely with the Communications Manager and Creative Manager, and produces native content that resonates with diverse audiences. This role requires someone who can work fast, create well, and respond in real-time with agility and excellence. The Social Media Manager must possess hands-on content creation skills — including short-form video, graphics, photography, and copywriting — to reduce creative bottlenecks and move at the speed of culture. They must be equally comfortable with data and design, balancing execution with digital insight. This role is ideal for someone passionate about the local church, obsessed with content, and deeply skilled in both strategy and storytelling.



# KEY RESPONSIBILITIES

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## **Platform Management & Strategy:**

- Own day-to-day management of all Faith Chapel social media accounts (Instagram, Facebook, YouTube, TikTok, Threads, etc.).
- Build and execute channel-specific strategies that reflect current best practices and platform behaviors.
- Plan, schedule, and publish daily content in alignment with the master calendar and church priorities.
- Monitor platform trends and apply innovative approaches that increase reach, retention, and engagement.

## **Content Creation & Publishing:**

- Independently create original content including short-form video, Reels/TikToks, motion graphics, memes, stories, photography, and carousels.
- Capture content in real-time during services, events, and special moments throughout the week.
- Write compelling captions, calls-to-action, and post copy that reflects the voice and tone of the brand.
- Organize and maintain a searchable content archive for ongoing use and repurposing.

## **Campaign Integration & Cross-Team Collaboration:**

- Collaborate with the Communications Manager to align messaging across platforms, email, website, and print.
- Work alongside the Creative Manager to request and develop higher-tier design or video assets when needed.
- Support major church campaigns, sermon series, and events with social-specific rollout plans.
- Partner with Guest Experience, Family Ministry, Outreach, and Worship teams to highlight ministry wins and upcoming opportunities.

## **Community Engagement & Audience Interaction:**

- Engage with online community through comments, DMs, replies, and post interactions in a voice that reflects our values and brand.
- Ensure timely, pastoral, and brand-aligned responses across all channels.
- Monitor sentiment and cultivate a healthy digital environment that reflects Faith Chapel culture.
- Report any pastoral care or escalated conversations to the appropriate ministry leaders.

# KEY RESPONSIBILITIES

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## **Analytics & Optimization:**

- Track weekly and monthly performance metrics (engagement, reach, views, shares, saves, CTR).
- Use data to optimize content strategy and identify growth opportunities.
- Create monthly social reports and insights for leadership and campaign review.
- Experiment with A/B testing, hashtags, timing, and formats to improve performance.

## **Volunteer & Contributor Collaboration:**

- Recruit, onboard, and schedule volunteer content contributors (photographers, videographers, social coverage).
- Build easy-to-follow systems for weekend coverage, content drop-offs, and highlight submissions.
- Train ministry teams or volunteers to gather strong user-generated content in line with brand quality.

## **Special Projects & Growth Initiatives:**

- Launch and maintain new platforms or content types as needed (e.g., podcast clips, YouTube Shorts, LinkedIn).
- Support paid media efforts and work with vendors on ad creative for reach, views, or registrations.
- Lead special social initiatives tied to campaigns, engagement challenges, or digital community building.
- Continuously sharpen social awareness, AI tools, and content creation skills.



# KEY QUALIFICATIONS

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## **Spiritual & Cultural Fit:**

- Passionate follower of Jesus Christ with a personal relationship with God.
- Honors authority, protects team culture, and thrives in high-accountability environments.
- Demonstrates maturity, humility, and emotional intelligence.

## **Professional & Technical Skills:**

- Proficiency in social media platforms, trends, and publishing tools (e.g., Later, Meta Business Suite, etc.).
- Skilled in short-form video editing, Canva, Adobe Express, or similar content tools.
- Strong grasp of social media best practices, engagement strategy, and audience targeting.
- Experience using insights to guide optimization and growth.
- Excellent copywriting and captioning ability in a voice that resonates with diverse audiences.

## **Leadership & Execution Ability:**

- Organized and self-motivated with strong follow-through and time management.
- Able to manage multiple platforms, projects, and requests at once with clarity.
- Strong eye for detail, visual composition, and digital storytelling.
- Comfortable working in a fast-paced, feedback-rich environment.
- Naturally curious, innovative, and always looking to improve.

## **Education & Experience:**

- Bachelor's degree in communications, digital media, marketing, or a related field preferred but not required.
- 2–4 years of experience managing social media in a church, agency, or brand setting.
- Proven ability to create high-quality, engaging social content across multiple platforms.







# BIRMINGHAM, AL

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Birmingham, Alabama is a great Southern metropolitan city that is on the rise. Young professionals are attracted to move here because of an abundance of career opportunities and a low cost of living (we were recently ranked as one of the nation's ten most affordable cities).

The South is synonymous with its food, and Birmingham's robust restaurant scene has plenty of acclaimed restaurants to please any foodie.

A growing tech/entrepreneurship scene is emerging within the city, anchored by Innovation Depot. Locally founded companies like Shipt have experienced rapid success here in recent years.

From local concerts to historic museums to local sports (Birmingham Barons minor league baseball, UAB athletics - The Birmingham Legion's professional soccer club) to outdoor food markets, the Magic City is one of the U.S.' most creative, affordable, and lively places to live.



## WHO WE ARE

*We are bold. We are diverse. We are the catalyst for transformational change by connecting dynamic leaders, driven by a unique calling, equipping & empowering them to create exponential impact.*

## OUR WHY

*We exist to bring transformation to people and organizations, ONE strong hire at a time.*

## OUR VALUES

EXPERTLY SKILLED  
WILDLY EFFECTIVE  
AUDACIOUSLY INNOVATIVE  
BOLDLY AUTHENTIC  
PASSIONATELY TRANSFORMATIONAL  
UNUSUALLY GENEROUS

