## Web Content and Social Media Administrator

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Web Content and Social Media Administrator</th>
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<tbody>
<tr>
<td><strong>Job Category / FLSA Status</strong></td>
<td>Full Time / Exempt</td>
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<td><strong>Accountability/ Reports To</strong></td>
<td>Sr. Director of Marketing</td>
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<td><strong>Security Sensitivity</strong></td>
<td>Yes</td>
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<td><strong>Position Description</strong></td>
<td>The Web Content and Social Media Administrator for the Marketing/Communications Department (MarCom) is a web content specialist who also develops and implements social media strategy.</td>
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| **Duties/Responsibilities**       | The primary responsibilities of the Web Content and Social Media Administrator include, but are not limited to the following:  
- Adding and revising content on all CBS websites, primarily using content management systems  
- Develop and implement plans for gathering and posting blog content  
- Develop and implement plans for posting on social media outlets  
- Create headers and banners as needed for web and print consistent with CBS branding  
- Proofreading and editing web content, newsletters, etc.  
- Other duties as assigned |
| **Qualifications**                | A combination of prior work experience, education and training that provides the level of knowledge and skills required to perform essential functions effectively including, but not limited to -  
- 3+ years of direct experience  
- Strong interpersonal skills, including the ability to interact with people of diverse backgrounds  
- Strong organizational skills; effective use of time and ability to consistently meet tight deadlines  
- Ability to work in a team setting as well as independently  
- Be a committed Christian and in good standing with a local church  
- Be in agreement with the doctrinal position of the College and able to sign it’s doctrinal statement without reservation  
Creativity - Individual must possess a blend of conceptual, artistic and practical creativity (the ability to organize shapes/elements, along with typography and color, to form an aesthetically pleasing layout). By “practical”, we mean that:  
1. Form Follows Function - The product of a creative/artistic endeavor is only valuable if it communicates effectively and relevantly to its target audience;  
2. Dollars and Sense - The product of a creative/artistic endeavor must also work within the limits of a fiscal budget structure;  
3. Details Definitely Matter - All forms of accuracy (spelling, grammar, correctness) are significant to both a professional presentation and providing CBS’ audience with reliable, competent information.  
4. Initiative – Must be familiar with social media trends and technology changes, and must constantly assess current uses of social media outlets and website technology. Trends can change weekly, so individual must be flexible, motivated and open to change. |
| Equipment, Skills & Knowledge Needed To Perform Job | Advanced level skills are required. The CBS MarCom Department is primarily a “Mac shop” but serves a PC environment; thus operating in both platforms. This individual will work primarily on a PC. A fundamental understanding of and experience with the following is necessary:

Wordpress
Drupal
MS Office
Mac and PC Computer
Facebook, Twitter, YouTube, Vimeo
Pinterest, LinkedIn, Google, Analytics

- A familiarity with and willingness to learn/improve upon the skills of the following is necessary for some of the responsibilities of the position:

  HTML
  CSS
  InDesign
  PhotoShop
  Writing

- Normal office environment.
- Some local travel required.
- Some weekend work required.
- While performing duties of this job, employee is required to sit, stand and walk.
- Employee is required to talk and listen via face-to-face contact and telephone.
- Employee may have to lift and/or move up to 50 pound boxes. |

| Department Description And Work Culture | Department Overview

The CBS MarCom Department is primarily involved in an on-going process of creative solutions, promoting CBS and departmental programs and capitalizing upon opportunities for advancing the mission of CBS.

Spiritual - A clear understanding that ALL we do is to help further the Cause of Jesus Christ as reflected in the Mission of CBS. Thus, EVERY MarCom objective, in thought as well as deed, is subordinate to this understanding.

The mission of MarCom is to set the standard of excellence - not accept the status quo. We exist to proclaim the ongoing impact of CBS on God’s kingdom. We achieve this by merging technical means with creative minds and by balancing time-sensitive agendas with a quest for excellence. |

Note: Statements herein are intended to describe the general nature and level of work to be performed by the employee and are not to be construed as an exhaustive list of responsibilities, duties and skills required of personnel so classified. The successful applicant must adhere, respond and comply with all directives given to the position by its immediate supervisor. Furthermore, this job description does not establish a contract for employment and is subject to change at the discretion of CBS.