



## **Youth Alive Vic Socials Manager / Creator - Position Description**

**Youth Alive exists to Reach, Raise, Resource, Revive young people with the message of Jesus Christ. This is outworked through the running of large-scale Christian youth events and leadership training initiatives.**

Youth Alive Victoria is seeking an innovative, people-centred and high-performing Christian leader to fulfil a 1 day a week (0.2) Online Marketing role. The successful applicant will be responsible for spearheading our marketing on socials, including the management of our accounts and the content creation of needed collateral. This is your opportunity to have a positive impact on the next generation of leaders, pastors & young people by optimising the presence of Youth Alive on social media. The successful applicant will also have the opportunity to receive mentorship from our State Director.

### **To be successful in this role you will require:**

- Proven and successful experience in management on social platforms.
- Competency and speed in producing content using Adobe CC.
- An ability to interpret social trends and create content to best leverage these.
- Be in good standing with, and committed to, your local church.
- Knowledge of & leadership experience in Youth Ministry
- A track record of meeting deadlines.
- An understanding of planning principles.
- Competency in Google Apps (Gmail / Drive).
- Good communication skills

### **The successful applicant will be engaged to operate in the following key roles:**

- Leadership of all YA social accounts: I.G, YouTube, TikTok, Facebook.
- Create & execute a strategy for growth of engagement & followers on platforms
- Content creation both still image and videos (in conjunction with our video editor).
- Budget management of our social spend.
- Liaise with volunteer creatives to tell the story of our impact through events and other initiatives.
- Measuring and tracking online analytics.

**Hours:** 8 hours per/week

**Role Duration:** Option for subcontracting or engaged on a 12-month employee contract with potential for re-contracting.