



U.S. Conference of Mennonite Brethren Churches

SOCIAL MEDIA COORDINATOR

Part-time/16 hours per week

USMB MISSION STATEMENT:

We partner as ONE FAMILY to serve ONE LORD on ONE MISSION, for the transformation of individuals, families and communities.

JOB DESCRIPTION:

The ideal candidate is a self-proclaimed social networking expert who actively uses MySpace, Facebook, Twitter, Foursquare and other Web 2.0 platforms. If you are not an active user of these sites, then you are probably not the right person for this role. We are looking for someone who knows what is hot now and what is next. You should have a passion for exploring cutting edge social networking platforms and have personal online experience utilizing the latest tools and techniques to stay connected to friends, family and colleagues.

In this exciting newly created role, you will work to launch the online social media presence for the U.S. Mennonite Brethren Conference, enabling the organization to better connect with current and future members of the Church both here in the United States and abroad. You will champion the brand online and carry the message crafted by the Executive Director and other marketing staff and committees. In this important role, you will be responsible for professionally representing the Conference online. Beyond simply social networking, this person must become a passionate steward for the USMB Conference and its mission. You will need to be available for periodic travel for networking and meetings with staff and our Leadership Board.

RESPONSIBILITIES:

- Launch and manage social media presence on MySpace, Facebook, Twitter, and other relevant Web 2.0 sites.
- Partner with USMB staff and other leadership to ensure proper messaging is being executed online and is relevant to organizational goals.
- Support and protect the Conference and its churches by ensuring positive messaging is maintained in community.
- Establish consistency of message across multiple networks.
- Manage online discussions by listening to users, reading between the lines, and responding in a timely manner to users' needs and requests.
- Monitor and track discussion topics for staff.
- Prepare reports to update internal staff on usage statistics.

ONE FAMILY ONE LORD ONE MISSION

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11000 River Run Blvd Suite 115 – Bakersfield, California 93311 – 661-412-4939 – ebed@usmb.org



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SKILLS/QUALIFICATIONS:

- Must be current regular attendee and preferably a member of a local USMB Church.
- 2-5 years professional work experience in social media is preferred.
- Must have active accounts across key social media sites including, but not limited to: MySpace, Facebook, Twitter, etc. (You will be asked to provide access to accounts you have established and maintained.)
- Must have exceptional traditional writing and grammatical skills and a flair for using “social networking speak” and online jargon.
- Excellent verbal communication skills with ability to present ideas and information clearly.
- Extreme attention to detail and outstanding organization skills.
- Collaborative team player able to integrate with a diverse team full of opinions and ideas.
- Online search expert able to track and monitor postings relevant to the brand.
- College degree (or in process) preferred in liberal arts, journalism or new media.
- Diligent work ethic and desire to expand skills and pursue excellence.

REMUNERATION:

To be determined based on skills, qualifications and experience.

TO APPLY:

Please submit your resume to:

U.S.M.B.

Ed Boschman, Executive Director

ebed@usmb.org

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