

DIOCESE OF THE ARMENIAN CHURCH OF AMERICA (EASTERN)

JOB DESCRIPTION & JOB TITLE:

Communications and Social Media Specialist

SUPERVISOR: Director of Communications.

SUMMARY: Writes news and feature stories for the print, digital, and online platforms of the Diocese of the Armenian Church of America (Eastern).

ESSENTIAL DUTIES AND RESPONSIBILITIES: Include the following. Other duties may be assigned:

- Writes news and stories for the Diocesan e-Newsletter and Website per issue/week. Involves on-site reporting around the Diocese.
- Generates original story ideas based on communication with, research on, and outreach to parishes/schools/ministries.
- Daily updates on Diocesan social media platforms.
- Assists the Director of the Communications.
- Develop relevant, original, high-quality social media content for Diocesan social media accounts.
- Assist in carrying out our social media strategy.
- Promote content through social advertising.
- Measure the success of social media posts and campaigns.
- Stay up to date with the latest social media best practices, tools, and technologies.
- Work with Ministries staff to create promotional, marketing and informational materials to stimulate public interest and gain support for the Diocese's programs.
- Provide support for the communications efforts of parishes, schools, and other Diocesan agencies.

QUALIFICATIONS:

- Preferably one to three years of experience in journalism, editing, publishing, social media or other communications field.
- General understanding of the Armenian Church and operations of the Diocese.
- Excellent writing, interviewing, and editing skills, with keen attention to detail and a high standard of accuracy.
- Ability to work successfully under deadline.
- Strong organizational skills.
- Strong interpersonal skills and ability to work effectively as a member of a small team.
- Excellent multi-tasking skills.
- Critical thinking and problem-solving skills.
- Able to travel and be available for evening and weekend work as necessary.
- Able to maintain confidentiality and use good judgment.
- Knowledge of/experience with Instagram, Facebook, Twitter, Tik Tok, Youtube, and other social media platforms.
- Experience doing audience research.
- Good understanding of social media analytics.

- Experience in Adobe Creative programs such as Photoshop, Lightroom, Illustrator and Premiere.
- Experience in Microsoft Office programs.
- Experience in MailChimp and SmugMug.

EDUCATION: A bachelor's degree in journalism, English, communications, social media or a related field.

OTHER SKILLS AND ABILITIES: The following skills are a plus:

- Photography and videography.
- Proficiency in Armenian.
- Familiarity with HTML or web design.

Qualified applicants should contact Fr. Davit Karamyan, Interim Diocesan Administrator, via e-mail at FrDavit@armeniandiocese.org.

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