



**Digital Media Manager**  
**FOCUS National**  
**Position Description**

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## **DIGITAL MEDIA MANAGER**

FOCUS, the Fellowship of Christians in Universities and Schools, is an interdenominational youth ministry established in a dozen areas along the east coast and in San Francisco. For more than six decades, FOCUS has given independent school students in grades 6-12 the opportunity to explore traditional Christian faith and values in a forum that is fun, intellectually stimulating, and non-coercive. During the school year, FOCUS pursues this goal through area-based activities and discipleship, both one-on-one and in small groups. From May through August, we offer a variety of Summer Programs, most of which take place at our Martha's Vineyard Study Center.

We are seeking an individual for the position of Digital Media Manager in our National FOCUS office.

### **Position Description:**

The Digital Media Manager is responsible for advising and executing all digital and electronic communications for the National Ministry of FOCUS, and for providing oversight, training, and best practices for Area Ministry staff for their respective communications.

Specifically, the Digital Media Manager will:

- Serve as FOCUS webmaster and manage our vendor relationship with website designer and host.
- Manage an integrated, ministry-wide social media strategy with direct responsibility for National Ministry social media accounts, and oversight for all Area Ministry accounts.
- Monitor area ministry Facebook and Instagram posts, promote best practices, and prompt areas for frequency and consistency.
- Keep the National Ministry's Facebook and Instagram presence active:
  - September-April minimum of three posts per month and May-August minimum of five posts per week.
  - 30% of posts should include extra substance: ministry metrics, stories, and quotes.
  - Recommend a strategy and administrative approach for the FOCUS Alumni Facebook page.
  - Communicate with followers and respond to queries in a timely manner.
- Manage media collection and organization for National Programs.
  - Coordinate with Vineyard Staff for programs on Martha's Vineyard.
  - Coordinate with Program Directors for off-island programs and retreats.
  - Throughout the summer, curate a cumulative "best of" album for use in various communications.
- Equip and encourage Area Ministry staff in their use of Canva graphic resources and eTapestry email templates.
- Manage production of the Summer Programs promotional video by consolidating all video footage and directing the efforts of an outside vendor.

### **Position requirements:**

The ideal candidate will have:

- A strong commitment to the Christian Gospel, and will be required to sign and abide by the FOCUS Statement of Faith.

- Undergraduate degree and relevant previous employment or volunteer experience strongly preferred.
- Familiarity with independent schools and independent school culture strongly preferred.
- Availability to work part-time, 10-20 hours per week. You are encouraged, but not required to attend approximately three weeks of staff meetings in January, May, and August.
- The following skills:
  - Familiarity with the following applications: Facebook, Instagram, Wordpress, eTapestry, and Canva.
  - Ability to develop and deliver creative content.
  - Familiarity with web design and maintenance.
  - Excellent communication and project management skills.

**Compensation:**

FOCUS provides a package that includes:

- Competitive salary, depending on experience/education.
- Eligibility to participate in voluntary contributions to the FOCUS sponsored 403(b) Retirement Plan. FOCUS provides a dollar-for-dollar match to contributions, not to exceed 5% of eligible wages, once tenure eligibility requirements are met and may also provide a discretionary contribution on an annual basis.
- 4 weeks unpaid vacation/year.
- 10 Paid Time Off (PTO) days to be used as personal/sick days.

Please visit our employment page [infocus.org/employment](http://infocus.org/employment) and apply online. You may also upload your resume and cover letter within the application portal. Any questions, please reach out to Brad Smith, Director of Communications - FOCUS National: [bsmith@infocus.org](mailto:bsmith@infocus.org).

*For more information on our ministry, visit us at [www.infocus.org](http://www.infocus.org).*