

NORTH AMERICAN DIVISION

JOB OPPORTUNITY

Applications for the job listed below will be accepted from the time of posting from **NORTH AMERICAN DIVISION** employees **WITH AT LEAST ONE YEAR OF SERVICE IN THEIR CURRENT POSITIONS.**

TITLE OF JOB: Assistant Director for Social Media

DEPARTMENT: Professional Services

SUPERVISORS: Director

CLASSIFICATION: Full-Time / Exempt

REMUNERATION RANGE / ANNUAL SALARY: 89% - 104% / \$90,336.88 - \$104,375.68

BENEFITS: Healthcare, flexible spending accounts (FSA), life insurance, long-term disability, retirement, continuing education, student loan repayments, moving/relocation assistance, tuition assistance for students who attend Adventist schools, paid time off for holidays, along with paid vacation and sick leave.

LOCATION: Columbia, MD—On-site/In-office at the NAD Headquarters

NOTE: This position is not eligible for any type of regular remote or teleworking arrangement. For candidates living outside of the MD geographical area, relocation is required.

POSITION SUMMARY

The Assistant Director for Social Media leads and implements social media strategies across multiple departmental accounts to enhance the organization's digital presence and mission effectiveness. This role collaborates with the Professional Services, NAD Communication Department and VP for Digital Media to align and fulfill the overall digital initiatives as voted by the Digital Strategies Committee.

AUTHORITY, ACCOUNTABILITY: Authority as delegated by the Director. Work is performed with limited supervision. Work requires the ability to carry out duties, use discretion and independent judgment, and meet deadlines independently. Assignments performed essentially independently, referring problems, concerns, etc., to the supervisor for help. This role does not include direct supervision of staff.

ESSENTIAL JOB FUNCTIONS:

Strategy & Brand Management

- Develops and oversees the implementation of comprehensive social media strategies to enhance engagement and visibility across various platforms.
- Ensures brand consistency and alignment with the North American Division's mission, values, and goals.
- Works closely with the PS director, NAD Communication Department and VP for Digital Media to align messaging and content strategies with broader NAD initiatives, where necessary.
- Monitors and analyzes social media trends, audience insights, and digital engagement to inform content strategy.

Team Collaboration & Leadership

- Oversees the strategy development and execution of projects developed by a diverse team, including social media specialists, designers, content schedulers, and contractors.
- Works collaboratively with internal teams and external partners to enhance content performance and campaign effectiveness.
- Provides strategic direction and support for digital storytelling and creative social media initiatives.

- Assists the Director in executing and implementing strategic objectives from the Digital Strategies Committee.
- Recommends social media management tools, collaboration, and social media account consolidation opportunities.

Engagement & Performance Tracking

- Oversees community engagement strategies to foster meaningful interactions and relationships with the online audience.
- Develops data-driven strategies by tracking, analyzing, and reporting key performance indicators (KPIs) to measure the success of social media campaigns and optimize content performance.
- Optimizes content strategies based on data-driven insights and audience feedback.
- Oversees strategic posting cadence across social media accounts for enhanced engagement and professional reputation management.
- Manages social media paid advertising/campaigns with performance reports and financial reconciliation.

Content Oversight & Innovation

- Ensures timely and high-quality content creation, scheduling, and publishing across all platforms.
 - Stays ahead of emerging social media trends, platform updates, and digital marketing innovations to keep NAD Professional Services at the forefront of social media engagement.
 - Supports crisis communication and reputation management efforts as needed.
- Performs other work-related duties as may be assigned by supervisor.

EDUCATION/EXPERIENCE/CREDENTIALS:

BA degree in Communications, Marketing, Digital Media, or a related field. MA preferred.

Six years of professional experience in social media management, digital marketing, or a related role, with leadership responsibilities. The position requires expertise in social media strategy, engagement, brand management, and performance metrics, as well as strong leadership, teamwork, and knowledge of best practices in digital media. Demonstrated expertise in managing multi-platform social media strategies, analytics, and engagement initiatives. Experience working in a collaborative role within the denomination is highly beneficial.

KNOWLEDGE AND SKILL:

Strong leadership and team collaboration skills, with the ability to guide and inspire a diverse creative team. Experience working with social media management tools (e.g., Hootsuite, Sprout Social, Brandwatch) and analytics platforms. Excellent communication, storytelling, and content development skills. Ability to adapt to a fast-paced environment and manage multiple projects effectively. Strong problem-solving skills and ability to make data-driven decisions.

Well-developed knowledge of principles, policies and beliefs of the North American Division and the Seventh-day Adventist Church. Exhibits extensive initiative; demonstrating originality and innovation to aid director in planning and organization. Requires the ability to evaluate priorities, maintain neatness and order, organize and exhibit a pleasant disposition in dealing with others. Requires accuracy and attention to detail. Requires a strong work ethic and the ability to self-judge work for quality assurance. Position requires keyboard speed and accuracy. Requires knowledge of up-to-date office procedures such as filing, telephone techniques, office equipment, and a high degree of computer proficiency required, including the following computer skills—MS Word, Excel, Outlook, PowerPoint, online skills such as websites, email newsletters, social media, etc.

Must have the ability to work under pressure and with numerous interruptions. Absolute confidentiality required at all times. Excellent written and verbal communication skills required. Excellent knowledge of English usage (spelling, grammar, punctuation, etc.). Must be able to facilitate good communications among departmental staff, other departments and outside personnel. High levels of tact, friendliness and other aspects of strongly developed interpersonal skills.

CONTACTS, ORGANIZATIONAL RELATIONSHIPS: Contact with many people, both internally and externally. Contact with all persons having business with supervisor, whether by telephone, correspondence, or personal contact. Extensive contact with vendors and organizational personnel within North American Division. Must have both a pleasant personality, as well as good telephone manners. Must possess the ability to deal tactfully and effectively with own department personnel, others within the North American Division, and outside personnel on a daily basis. Must be able to effectively handle confidential information/situations at all times and maintain a high degree of loyalty and support for supervisor, department, The North American Division, and Seventh-day Adventist Church.

PHYSICAL REQUIREMENTS: Must be able to read, speak and hear. Must be able to effectively communicate both orally and in writing. Local/long-distance travel is required. Inasmuch as incumbent is an exempt employee it is expected that individual will work the hours required to complete assignments (i.e., no less than 38 hours per week). Some standing, walking, bending, kneeling, carrying of medium weight items, etc., required. Travel, under varying conditions, is required.

WORKING CONDITIONS: Essential responsibilities are performed in sedentary and comfortable manner. Tasks are usually performed under normal office conditions with little or no noticeable discomfort. Work area is well-lighted and ventilated. Conditions may be difficult on itinerary with some irregularity in hours.

EQUAL EMPLOYMENT OPPORTUNITY:

The North American Division of Seventh-day Adventists® ("NAD") is an equal opportunity employer which does not discriminate in employment policies and practices on the basis of race, national origin, gender (except for positions requiring ordination), color, age, marital status, disability, or any other basis prohibited by law. The employment practices of the church reflect religious preferences in harmony with the United States Constitution and controlling law, and it, therefore, hires only Seventh-day Adventist Church members in regular standing.

AT-WILL EMPLOYMENT:

Employment with the North American Division is at-will. This means that either you or the North American Division may terminate the employment relationship at any time, with or without cause or notice, as long as it is not in violation of applicable federal or state laws.

If interested in the above position please visit our site [CLICK HERE](#) to complete a NAD Employment Application. Or send email to jobs@nadadventist.org and follow instructions from response email.

This position will remain available until filled.

Posted:

March 13, 2025