

Social Media + Visual Content Creator (Part-Time)

First Presbyterian Church of Edmond

Status: Part-time, up to 30 hours/week (hourly)

Reports to: Director of Communications

Works closely with: Ministry leaders, Communications Team, staff, and volunteers.

Purpose

The Visual Content & Social Media Strategist creates compelling, on-brand visual communication that supports the messaging and ministries of First Pres across print, digital, and social platforms. This role helps First Pres communicate clearly, creatively, and consistently—especially through engaging social media content that connects with our community and reaches new people.

What success looks like

- First Pres' social feeds feel current, warm, consistent, and recognizable.
- Ministry stories are told with excellence (design, video, captions, and pacing).
- Communications run on a dependable calendar and workflow.
- Content performance is measured and improved over time.

Key responsibilities

1) Social Media Strategy & Execution (primary emphasis)

- Own FPCE's **social media content calendar** (planning, scheduling, and publishing).
- Create platform-appropriate content (e.g., **Reels/short-form video**, stories, carousels, graphics, photo posts).
- Write or adapt **captions** in FPCE's voice; collaborate with staff/content writer as needed.
- Monitor comments/DMs and **engage appropriately**, escalating sensitive items to supervisor.
- Track and report **analytics** (reach, engagement, follower growth, video views, click-throughs); recommend next-step experiments.
- Stay current on platform trends and best practices—using trends thoughtfully and on-brand.

2) Graphic Design & Visual Communication

- Design high-quality communications that effectively reach the intended audience
- Design and illustrate a wide range of projects from concept to completion
Examples: sermon series branding, event promos, invite cards, slides, web graphics, email graphics, signage, print pieces.
- Maintain strong attention to detail and layout quality
- Support ministry leaders with visuals that connect across generations

3) Production workflow & collaboration

- Maintain a clear, reliable process so projects stay on track and deadlines are met.
- Coordinate with staff on priorities, approvals, and brand alignment.

4) Brand & assets management

- Maintain and organize brand files, templates, photo/video assets, and design libraries.
- Ensure visuals stay consistent with FPCE's brand standards.

Required qualifications

- A committed follower of Jesus Christ, eager to serve His kingdom
- Collaborative, humble, dependable, and growth-minded
- Strong portfolio demonstrating **design + social content**
- Proficiency with design tools (Adobe Creative Suite **or** comparable tools with a strong portfolio).
- Able to manage deadlines with minimal supervision

Preferred qualifications

- Experience in a communications role
- Experience shooting/editing short-form video (phone capture is great).
- Familiarity with scheduling tools
- Basic photography, copy editing, and/or web/email design experience.