



Social Media Specialist

Department: Marketing

Reports To: General Manager of Sales and Marketing

Classification: Full-Time

Purpose

Our purpose is to spread the Gospel from east to west, north to south—bringing the word of His Glory to the world and allowing the His Glory family to find community and grow in their faith through digital media.

Vision

To reach one billion souls worldwide with the hope of the Gospel message and the truth of Jesus Christ.

Mission Statement:

1. The Bible is the literal and infallible word of God.
2. My house shall be called a house of prayer. Prayer is the foundation of all ministry.
3. We are led by the Holy Spirit and the gifts of the spirit.
4. We have the Father's Heart for the lost, the poor, the elderly, the widow and the orphans.
5. We will be called the servants of the Most High God. We are here to serve Him in ministry.
6. In everything we do, we glorify our Lord. It is our love for Him that compels us.
7. Fivefold ministry according to Eph. 4:11 – The Apostles, the prophets, the evangelists and the pastors and teachers.

Position Summary

His Glory is seeking a highly motivated, fast-paced, and creative Social Media Content & Show Clipping Specialist to help expand our digital reach and advance our mission through powerful short-form content distribution.

This role's primary focus is identifying, clipping, editing, and publishing impactful moments from His Glory broadcasts, interviews, events, and live productions for rapid social media distribution across multiple platforms.

The ideal candidate understands how to capture attention quickly, identify viral-worthy moments, create emotionally engaging content, and distribute clips in real time to maximize audience engagement and reach.

This position is critical in helping His Glory expand its digital footprint, increase viewer engagement, and spread faith-based and news-focused messaging to broader audiences online.

Key Responsibilities

Show Clipping & Rapid Content Distribution

- Monitor live broadcasts, interviews, podcasts, and recorded productions for high-impact content moments
- Clip engaging segments from programs including:
 - The War Report
 - Take Five
 - Bible Studies
 - Interviews
 - Worship broadcasts
 - Special events and conferences
 - Breaking news coverage
- Identify emotionally compelling, educational, controversial, inspirational, humorous, or viral-worthy moments in real time
- Create short-form vertical video content optimized for:
 - Instagram Reels
 - TikTok
 - YouTube Shorts
 - Facebook Reels
 - X/Twitter
 - Telegram
 - Rumble
- Add:
 - Captions
 - Headlines
 - Hooks
 - Graphics
 - Lower thirds
 - Calls-to-action
 - Music and sound enhancements when appropriate
- Publish clips quickly during or immediately following broadcasts to maximize algorithm performance and audience engagement
- Maintain rapid turnaround times on trending or breaking content
- Organize and archive clipped content for future marketing and promotional use
- Assist in maintaining daily clip quotas and publishing schedules

Social Media Content Assistant

- Create and publish social media content that aligns with His Glory's mission and messaging
- Write engaging captions, headlines, and hook-based copy
- Help maintain a consistent posting schedule across platforms
- Ensure brand consistency and quality control across all social channels
- Support promotional campaigns for:
 - Events
 - Broadcasts
 - Special guests
 - Products
 - Fundraising initiatives
 - Ministry announcements

Community Engagement

- Monitor comments, direct messages, and audience interactions
- Help moderate online communities and social media groups
- Encourage positive engagement and viewer participation
- Report fraudulent or impersonation accounts
- Escalate sensitive audience concerns when necessary

Trend Monitoring & Viral Strategy

- Research social media trends, viral formats, and platform updates
- Study high-performing content and identify opportunities to improve engagement
- Help implement hook-based and retention-focused content strategies
- Understand audience psychology and short-form storytelling techniques
- Contribute creative ideas for improving reach, watch time, and audience growth

Collaboration & Production Coordination

- Work closely with:
 - Production team
 - Marketing team
 - Show hosts
 - Leadership
- Coordinate with producers and switchers to identify priority clips and key moments
- Assist with backstage, behind-the-scenes, and event coverage when needed
- Support live event social media execution

Brand Protection & Account Monitoring

- Monitor social media platforms for fraudulent, impersonation, or unauthorized accounts using His Glory branding, content, or likeness
- Report fake accounts, stolen content, copyright violations, and suspicious activity to platform support teams
- Assist in protecting the integrity of the His Glory brand across all digital platforms
- Help monitor comments, tags, and audience reports related to scams, impersonation, or misinformation
- Maintain organized records of reported accounts and escalation efforts when necessary

Qualifications

- 1–3+ years of experience in:
 - Social media management
 - Content creation
 - Video clipping/editing
 - Digital media
- Strong understanding of:
 - Instagram
 - TikTok
 - YouTube Shorts
 - Facebook Reels
 - X/Twitter
 - Social media algorithms

- Experience creating short-form vertical video content
- Excellent communication and storytelling skills
- Ability to work quickly in a fast-paced live media environment
- Strong attention to detail and organizational skills
- Ability to multitask and meet tight deadlines

Preferred Experience

- Experience clipping live broadcasts, podcasts, or streaming content
- Familiarity with:
 - CapCut
 - Adobe Premiere Pro
 - Final Cut Pro
 - Canva
 - Descript
 - Meta Business Suite
- Understanding of:
 - Viral content strategy
 - Hook-based editing
 - Audience retention techniques
 - Short-form storytelling
- Faith-based or ministry media experience preferred
- Photography or videography experience is a plus

Key Performance Indicators (KPIs)

- Number of clips published weekly
- Video views and watch time
- Engagement rates
- Viral clip performance
- Audience growth
- Posting consistency
- Speed of content turnaround
- Platform reach and impressions

Characteristics We're Looking For

- Creative and fast-moving
- Passionate about digital media and storytelling
- Strong instincts for identifying engaging content moments
- Self-starter with initiative
- Team-oriented mindset
- Positive attitude and adaptability
- Comfortable working in a live production environment
- Passion for faith-based media and His Glory's mission

What We Offer

- Competitive pay.
- Prayer-anchored, collaborative culture; mentorship and professional development.
- Direct kingdom impact—helping advance the Billion Soul Mission through media.
- Access to meaningful relationships with distinguished guests and partners.

Other Qualifications

- Strong alignment with the mission and vision of His Glory and a heart for Kingdom impact.
- Exceptional communication, relationship-building, and follow-through skills.
- Highly organized; able to manage multiple guests, timelines, and deliverables simultaneously.
- Must be willing to do **anything & everything to accomplish the mission**

How to Apply

We are on a mission to reach **a billion souls for Christ** and help save America. If this is you, then **apply today!**

Please email your **resume, brief cover letter** (why this mission/role), and any **relevant work samples** (guest booking emails, run-of-show docs, or portfolios if available) to **zion@hisglory.me** with the subject line: **“Social Media Specialist – [Your Name]”**.