



REACHING AND DISCIPLING
THE GLOBAL YOUTH CULTURE FOR JESUS

STEIGER INTERNATIONAL
10125 Crosstown Cir, Ste 170
Eden Prairie, MN 55344 - United States
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website: steiger.org

Opportunity Profile

Social Media Manager

contact usa@steiger.org for more information

www.steiger.org

JOB DESCRIPTION

Social Media Manager

A. GENERAL INFORMATION

| | |
|---------------------------------------|--|
| Reports to: | Media Team Manager |
| Status: | Missionary |
| Hours: | Full Time |
| Location: | Eden Prairie, MN, USA |
| Team Participation: | US Office Team North America Regional Team International Communications Team |
| Functional Relationships with: | Media Team Manager Creative Director Communications Manager Media Specialists |

B. GENERAL PURPOSE

Steiger is seeking an organized and detail-oriented Social Media Manager to develop and manage Steiger's social media presence.

C. RESPONSIBILITIES & OUTCOMES

1. Develop vision and strategy for growing Steiger's social media presence

- Gain a clear understanding of Steiger and its sub-brands' goals, vision, and direction.
- Translate Steiger's mission and core values into a comprehensive social media strategy that correlates across all of Steiger's sub-brands.
- Continually research new social media trends and develop plans to update Steiger Media so that it is always on the cutting edge of current developments in social media.

2. Generate, post and manage content on Steiger's social media platforms

- Work with Steiger's media team to produce compelling and engaging social media content for posts, stories, videos, etc.
- Use appropriate tone, length, and style of writing to suit various content needs, ranging from crafting compelling social media posts that reflect Steiger's brand personality, to producing community development pitches with measurable objectives.
- Create and manage content posting schedules on social media.

- Generate ideas for new content and maintain forward thinking on where Steiger's social media should go next.
- Work with regional liaisons to produce content from Steiger stories around the world.
- Work in step with and regularly communicate with Steiger's international communication team.
- Respond to comments on our content, and actively engage with other users and creators by interacting with their content.

3. Provide support to digital marketing strategies

- Assist in creating digital marketing strategies to help Steiger reach new audiences through our content.
- Help develop and design ads.
- Coordinate social media content with marketing campaigns.
- Developing and improving strategic plans for marketing content.

And other administrative tasks as assigned.

D. KNOWLEDGE AND SKILLS

Background

- 3+ years' experience in writing, social media, or content creation
- Excellent written and verbal communication skills
- Demonstrated interest in missions

Skills & Attributes

- Spiritually mature, aligned with Steiger's values and Statement of Faith
- Ability to thrive in a high-paced, entrepreneurial setting
- Excellent interpersonal skills
- Exceptional writer, editor, proofreader
- **High level of English proficiency (written, spoken, and comprehension)**
- Versatile; able to write for a variety of purposes, audiences, and channels
- Capable of generating ideas and curating content
- Able to move quickly, balance multiple assignments at once, and deliver under deadline pressure
- Collaborative worker, accepting critique and taking direction well
- Capable of working both independently and with a remote team
- Tech savvy and proficient across social media platforms
- Capable of working and collaborating with people from a variety of national, cultural, theological, and personal backgrounds
- An adaptable, can-do spirit
- Learner

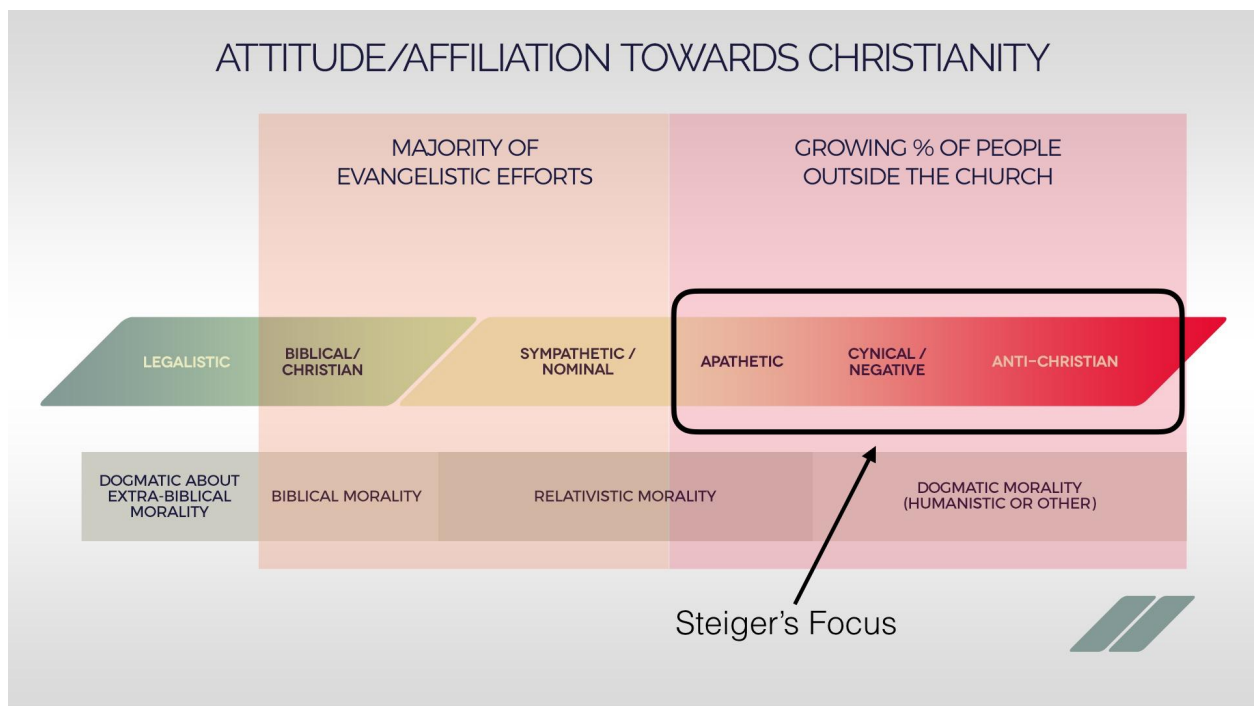
WHAT IS STEIGER?

www.steiger.org

Steiger is a rapidly-growing, worldwide mission organization that is called to reach and disciple the Global Youth Culture for Jesus.

The mission's primary purpose is to bridge the gap between the Church and the Global Youth Culture. Steiger does this by raising up missionaries and equipping the local church to proclaim the message of Jesus in the language of the Global Youth Culture. We establish long-term teams in cities through creative evangelism, relevant discipleship, and local church partnership.

www.steiger.org/about-us/what-is-steiger



What is the Global Youth Culture?

We live in a time of unprecedented connectedness.

Mass media, economic strategies, and above all, the Internet have eroded cultural boundaries. Today, young people all over the world are more similar than ever, making up a truly Global Youth Culture.

The Global Youth Culture, ranging in age between 17 and 35, can be found in every major city on the planet. They have grown up in a world dominated by video games, pornography, and social media. This generation is taught that there is no absolute truth and therefore no universal morality - everyone is free to choose for themselves what is

right and what is wrong. An “anything goes” attitude has been adopted when it comes to sexuality.

They are told that the key to happiness is found within. Just follow your dreams - don't let anyone tell you who you are or what you want. Take care of yourself above all else. Yet paradoxically, this generation is passionate about injustice. They care about the oppressed and the marginalized. They want to use their lives to make a difference in the world.

Still they spend hours a day interacting in virtual worlds, trying to live up to the carefully curated lives of the pop stars and internet influencers that they follow online. This is leading to an epidemic of loneliness, anxiety, depression, and suicide.

Sadly, this generation is NOT looking to the Church for answers because they believe it to be irrelevant to their lives. Many are apathetic, cynical, and even hostile to the Gospel.

These are our friends, our sons and our daughters. Our vision is to communicate the Gospel to these people who have such a negative view of God.

For more information, visit our website: [What is the Global Youth Culture.](#)

Bridging the Gap: Steiger City Teams

Steiger's mission is to bridge the gap between the Church and the Global Youth Culture by establishing long-term teams in cities around the world.

A Steiger City Team is a dynamic, bold and multi-gifted team who's specialized in reaching the Global Youth Culture. It's a catalytic force for unifying and mobilizing followers of Jesus to reach out and impact their city.

So how does a Steiger City Team do this? We:

1. develop a culture of “seeking God”
2. establish a regular, relational presence in the secular scene
3. engage in regular creative evangelism of all kinds
4. host large-scale, evangelistic events
5. create spaces that foster discipleship relationships that act as a bridge to the local church
6. equip local churches to reach the Global Youth Culture
7. establish a network of church and ministry partnerships
8. seek to multiply the impact by investing in young leaders and influencers

For more information on City Teams, [check out our web page.](#)

What We Believe

Information on our core values and what we believe can be found on our webpage under [“What We Believe”](#)