



## ***Position Description: Blogger and Social Media \****

### ***Ministry Overview:***

*RREACH* is a ministry that serves as an extension of the gifts and calling of Dr. Ramesh Richard. It was founded to carry out his passion for worldwide proclamation of the Lord Jesus Christ and the ministry envisions changing the way One Billion Individuals think and hear about the Lord Jesus Christ.

Dr. Richard carries a strategic burden to strengthen pastoral leaders and evangelize opinion leaders of developing economies. By reaching the leaders of the world it is hoped that a multiplicative effect occurs so those that are ministered to will in turn affect the lives of many others for God's glory.

The mission of *RREACH* is accomplished through innovative and strategic ministry programs such as Media Outreach, the Global Proclamation Commission (Dallas Global Proclamation Academy (GPA), National GPAs, and the Global Proclamation Congress for Pastoral Trainers), international Pastors Conferences, evangelistic events, and the creation and distribution of training products.

*RREACH* is a highly efficient and cost effective ministry. It is made up of a small staff that is committed to the mission and vision of the organization as well as the ministry calling of Dr. Richard. Staff strives to maintain a high degree of ministry accomplishment, excellence in operations and adherence to principles of proper financial stewardship.

### ***Position Overview:***

The Blogger and Social Media serves *RREACH* by planning, overseeing, managing and implementing ministry-related social media and communications projects. The Blogger and Social Media works closely with the Director of Ministry Communications regarding ministry projects, priorities, and implementation and the Director of Ministries. All tasks and duties are to be conducted in a professional manner that yields results, affirms integrity and glorifies God at all times.

### ***Position Objective:***

The purpose of the Blogger and Social Media position is to provide outstanding initiative, management, and project implementation using various blogging and social media platforms to fulfill ministry goals and objectives.

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\* This position description is a general statement of required major duties and responsibilities performed on a regular basis. It is not intended to be a comprehensive listing of all expected duties, as other tasks may be assigned.

**Qualifications, Personal:**

1. Born-again Christian that seeks an ever closer relationship with our Lord Jesus Christ
2. Reflects the characteristics of our Lord Jesus Christ in his/her life
3. Committed to and regularly participates with an evangelical body of believers
4. Exhibits characteristics of honesty, integrity, accountability and maturity
5. Maintains a teachable spirit
6. Strong and effective communication skills

**Qualifications, Professional:**

1. Ability to maintain high standards of excellence in all professional duties
2. Routinely seeks excellence, quality, efficiency and results
3. Ability to work independently
4. Ability to work well with a team with a positive spirit
5. Ability to have a big picture comprehension with detail-oriented precision
6. Ability to plan, maintain priorities and anticipate needs
7. Ability to interact well with staff and peers
8. Ability to accomplish tasks in a timely manner
9. Ability to operate under time constraints
10. Ability to self motivate and self manage
11. Ability to initiate, create, and execute
12. Undergraduate degree required

**Position Description:**

The Blogger and Social Media will manage, and implement all ministry related social media efforts and projects as directed by the Director of Ministry Communications.

- 1) Overall
  - a. Wholeheartedly believes in and is committed to the mission and vision of the organization
  - b. Fully supports the mission of *RREACH* and the proclamation ministry of Dr. Richard
  - c. Models spiritual maturity in all areas
  - d. Is an effective planner, organizer, and implementer
  - e. Receives direction well, adjusts well and seeks to accomplish the ministry goals
  - f. Maintains a professional and upstanding reputation and demeanor
  - g. Represents the organization to the public as needed in a professional manner
- 2) General responsibilities:
  - a. Successfully implements a strategic plan relating to ministry blogging and social media presence
  - b. Demonstrates knowledge regarding the organization's programs and objectives
  - c. Takes the ministry's priorities and translates those into written posts
  - d. Develops strategies for accomplishing ministry objectives
  - e. Ensures ministry activities are implemented with excellence, efficiency and effectiveness

***Decision Making:***

The Blogger and Social Media will support, manage, plan and implement assigned ministry tasks as directed by the Director of Ministry Communications.

***Authority:***

The Blogger and Social Media does not oversees staff.

***Reporting Duties:***

The Blogger and Social Media reports to the Director of Ministry Communications.

***Working Conditions:***

Normal office working conditions.