

## SACRED ORDINARY DAYS

### Instagram Marketing Assistant Job Description

Sacred Ordinary Days is a Waco-based organization creating spiritual formation tools. We are looking to hire immediately for a short-term, part-time marketing assistant for our ministry who will be responsible for specific social interactions on the Instagram platform. Comfort using the Instagram platform plus access to reliable internet and a computer (not solely a smartphone) is needed. To apply, please send your resume to [jenn@sacredordinarydays.com](mailto:jenn@sacredordinarydays.com).

#### JOB QUALIFICATIONS

- Daily consistent access to a computer (not solely a smartphone)
- Access to reliable internet
- High level of comfort using Instagram
- Enjoy being social on social media
- Ability to do video meetings

#### JOB DESCRIPTION

The marketing assistant is responsible for some of SOD's social interactions on the Instagram platform by interacting with followers, customers, and other accounts through the comments and DMs.

- Use the software provided to you to like and comment on posts using certain hashtags, occasionally also following.
- Identify accounts that would warrant further relationship building, either from you or Jenn down the road (beautiful posts, articulate and thoughtful captions, warm engagement with their own following, kindred spirits with SOD)
- Recommend posts you encounter through hashtags to share on SOD's Instastories or on our grid
- Will not be creating original content for the Instagram grid or stories
- Will not be creating unique messages and comments for every interaction, but will uphold the tone of voice of the company and its warm, gracious, encouraging pattern of communication

## **TOOLS USED:**

- Google Drive & Docs: for some collaborative project management and time tracking
- Zoom: for team meetings
- Instagram: for posting to our company account and responding to comments
- Slack: for team communication
- Sprout Social: Social Media “inbox” and comment/hashtag/message replying

## **ABOUT SACRED ORDINARY DAYS**

We are a company that started with a signature daily planner centered on the church year and lectionary. We interact with a lively community of 5,000 followers on Instagram that appreciate following our account for beautiful images, thoughtful captions, prayer prompts, learning about the church year and spiritual practices, and even building relationships with other followers and users of our #sacredordinarydays hashtag. Our community includes clergy, seminary students and faculty, stay-at-home parents, and other laypeople with a variety of vocational expressions. Some of our followers grew up within the rhythms of the church year in denominations that made use of the lectionary. For others in our community, these tools and rhythms are wholly new.

Sacred Ordinary Days values diversity of talent, experience, and contribution among its team members. Our company is powered by a small, dedicated team of individuals who live in various places in the United States and are committed to the craft of their work and the heartbeat of our brand and community.

Though we are primarily known as a planner company, we see ourselves growing into a thought leader in contemporary spiritual formation, offering not only tools, but also gatherings, one-one spiritual direction, group spiritual direction, books, and year-long spiritual formation programs, all using modern approaches rooted in ancient practices.