



Social Media Manager

Position Title: Social Media Manager

Office: Care Net National Headquarters in Lansdowne, VA

Department: Marketing and Communication

Exempt/Non-Exempt: Exempt

Reports To: Chief Outreach Officer

Post Date: January 2026

About Care Net

Founded in 1975, Care Net supports the one of largest network of pregnancy centers and mobile medical units in North America and runs a real-time call center providing pregnancy decision coaching. Care Net envisions a culture where women and men facing pregnancy decisions are empowered by the gospel of Jesus Christ to choose life for their unborn children and abundant life for their families. Acknowledging that every human life begins at conception and is worthy of protection, Care Net offers compassion, hope, and help to anyone considering abortion by presenting them with realistic alternatives and Christ-centered support through its life-affirming network of pregnancy centers, churches, organizations, and individuals. Learn more at care-net.org.

Position Focus

The Social Media Manager manages Care Net's website, social media platforms, and blog. The Social Media Manager works with the graphic design and MarComm teams to produce and distribute content across Care Net's properties, and co-manages with outside vendors the production of Care Net's multimedia properties, including podcasts and video series.

As part of the Marketing and Communication department, the Social Media Manager contributes to Care Net's overall messaging related to sharing the Gospel, defending the unborn, and building Biblical families.

Primary Responsibilities

- Web and Social Media
 - Create daily, organic content for Care Net's Facebook, X (Twitter), and Instagram social media channels. Actively manage and monitor these accounts and Care Net's social media presence. Content includes, but is not limited to:
 - Images created in conjunction with the graphic design team
 - Clips from audio and video productions produced by Care Net
 - Blog posts
 - Shared content from other social media users that supports Care Net's work
 - Assist with managing Care Net's paid media programs, primarily Facebook Ads.
 - Explore use of other social media platforms and assess if/how they could benefit Care Net's mission and vision. Make recommendations to management about which

- platforms Care Net uses.
- Write and schedule Weekend Update email (Care Net's weekly subscription-based email newsletter to general public subscribers) each week and reply to incoming emails when necessary.
- Manage the Abundant Life Blog:
 - Use social listening skills to come up with weekly blog topics.
 - Write regular, original blog posts.
 - Communicate with blog authors to share topic ideas and edit incoming posts from curated authors
- Assist with management of Care Net's public-facing website (care-net.org); assist with page creation and editing.
- Monitor SEO
- Multimedia Content Producer
 - Coordinate the production of Care Net's various multimedia content platforms, including podcasts, Life Chat videos, and other content.
 - Work with the President and CEO's assistant to schedule monthly recording times.
 - Choose topics and create talking points and scripts
 - Prepare "on air" talent for each recording session by sharing topics, talking points, and scripts ahead of scheduled recording times
 - Coordinate the production of final creative with video and audio production vendors.
 - Lead the promotion and distribution of final creative via social media, email, web, etc, including using clips, screenshots, edits, cutdowns, etc. to tease full episodes.
- Other duties as assigned

Travel, Conference, and Other Events

- Mandatory attendance at Care Net's annual conference (roughly 6 days travel).

Qualifications

- Committed Christian who demonstrates a personal relationship with Jesus Christ as Lord and Savior
- Agrees with and can uphold Care Net's Statement of Faith, Vision/Mission and Core Values.
- Possesses a strong commitment and dedication to the pro-life position and related sexual purity and Biblical family issues
- Bachelor's Degree from an accredited college or university
- 1 to 3 years of professional experience in:
 - Managing an organization's or company's social media presence, primarily via Facebook, X (Twitter), and Instagram.
 - Writing emails and blog posts for a general public audience
 - Using an automated marketing system such as Hubspot to manage web and social media content
 - Light video and audio production and editing
- Demonstrates problem solving and analytical skills and can work independently in a fast-paced office environment
- Organized and detail oriented
- Experience with (or savvy to learn) online systems/websites such as Hubspot, YouTube, Soundcloud, Vimeo, etc.
- Proficiency with MS Word, Excel, and Google Suite
- Excellent oral and written communications skills

To apply, click here to access the full job description and application:

<https://recruiting.paylocity.com/recruiting/jobs/All/96755c0a-be5c-4cac-b97e-9a7ddfd42cce/CARE-NET>