Social Media Coordinator Job Description

General Information  
Employment Status: Part-time hourly *(6-8 hours/week)*

**FLSA Status:** Non-Exempt **Reports to:** Director of Communications & Visual Arts

**Revision Date:** 07-17-2023

Job Summary

The Social Media Coordinator works closely with the Director of Communications and Visual Arts to create a comprehensive social media strategy for the church. They enjoy interacting on social media and have an ability to think strategically about how to increase engagement on different platforms. In order to do this, they should have a good understanding of how to use and interact on social media in various platforms, along with an ability to continuously learn in this field. The Social Media Coordinator also needs to be able to learn and pick up on the DNA, culture and “language” of the church in order to help us appeal to those both inside the church and those searching for a church.

Essential Duties

Social Media Management

* Create engaging text, image and video content and schedule posts on Instagram, Facebook Page and Facebook Group using social media calendar. Develop an optimal posting schedule based on web traffic and customer engagement metrics.
* Monitor social media posts and respond appropriately to help generate engagement.
* Monitor relevant engagement and reach statistics and review with the Director of Communications and Visual Arts to determine ongoing strategy.

**Sermon Video Repurposing**

* Weekly, edit sermon videos to capture relevant and engaging clips and post them on multiple social platforms (Facebook, YouTube, Instagram, TikTok).
* Weekly, create descriptions and tags for sermon on YouTube and Podcast.

**Video/Photo**

* Capture photos and video during Hope Church worship services and events for later use on social media, our website and other communications.
* Occasionally, capture video for specific stories and family moments.

**Knowledge & Skills**

* Knowledge of different social media platforms and ability to post, interact, gather statistics, etc. and understanding of how the platforms vary.
* Strong written and verbal communication skills with the ability to maintain the voice of our church.
* Strong design sense and intuitive nature when it comes to learning new computer skills.
* Photography skills or interest.
* Video/graphics editing skills or interest.
* Skills with website CMS (i.e. Wix) or interest.

Education and Experience

* A strong desire to continue to learn and grow in order to keep up with new social media platforms and features.
* Experience in using and interacting on social media.
* Experience in photography/videography is a plus.

Work Context

* This role involves working indoors and outdoors, but is mostly indoors.

Note

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

**Reviewed with employee by**

**Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Name (print): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Received and accepted by**

**Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Name (print): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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The company is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.