

Faithbridge Church

POSITION
DESCRIPTION



Position Assignment:

- **Title:** Social Media Coordinator
- **Staff Grade:** Full-Time, Salary
- **Accountability:** Reports to Lead Communications Director
- **Ministry/Dept.:** Communications

Position Summary:

This position is responsible for Faithbridge's online interactions with the public by implementing content strategies and monitoring analytics across a variety of virtual platforms. The Social Media Coordinator tells the story of Faithbridge through photo and video content, develops and executes social media strategy for church-wide and ministry events, engages with the church's online community, and manages the church's social media presence and digital assets.

Purpose:

To provide high quality and excellent service, with the right heart attitude, offering support to all ministries. In doing so, the mission and vision of Faithbridge can be carried out at all times.

Duties & Responsibilities:

Event Coverage & Storytelling

- Capture and communicate the life of the church through visual storytelling.
- Document Sunday worship services, events, and classes across campus.
- Capture key moments, testimonies, worship experiences, volunteer engagement, and fellowship opportunities.
- Gather photo and video content that reflects the diversity, culture, and impact of church ministries.
- Collect behind-the-scenes content that strengthens community connection and engagement.
- Provide ongoing content that helps members and guests understand what church life looks like and encourages participation in the life of the church.

Event Promotion & Communications

- Develop social media strategies and promotional campaigns for church-wide and ministry-specific events.
- Create, schedule, and publish content across all church social media platforms.
- Write captions, announcements, promotional copy, and event-related communications.
- Manage paid social media advertising for major church initiatives and events on Facebook and Instagram.
- Keep preroll updated each week to reflect upcoming events and current promotions.

- Create reminders and last-minute promotional pushes to support attendance and registration goals.
- Serve as the primary digital communication channel during weather-related emergencies, service cancellations, schedule changes, and other urgent situations by providing timely and accurate updates.

Community Engagement & Online Presence

- Monitor and respond to all social media comments and direct messages.
- Foster positive engagement and connection within the church's online community.
- Monitor and help manage the church's online reputation through Google and Yelp reviews.

Ministry Collaboration & Support

- Meet with ministry leaders to go over upcoming events, communication needs, and ministry priorities.
- Provide ministries with appropriate promotional support and visibility across social media channels.
- Create select resources and content support for other ministry-specific social media accounts.

Digital Asset & Platform Management

- Organize and maintain church photo and video asset libraries.
- Manage social media scheduling and publishing platforms.
- Archive event content for future promotional use.
- Maintain account access and permissions for church social media platforms.
- Review engagement, reach, and content performance metrics.

Event Backdrops & Photo Experiences (Nice to Have)

Not a core requirement of this role, but a valued plus:

- Design and create photo backdrops and visual experiences for major church events (e.g., Easter, Back to School, Christmas, Super Sunday, Mother's Day, Father's Day, Senior Sunday, VBS, Candypalooza) that enhance guest engagement and generate shareable content for social media.
- Collaborate with ministry teams on additional event environments and photo experiences as needed.

Skills and Educational Requirements:

- ◆ Minimum of three years of demonstrated success managing social media platforms or relevant content marketing experience.
- ◆ Bachelor's degree preferred, with a focus in marketing, communications, or PR preferred.
- ◆ Strong photography and videography skills, including editing for social platforms.
- ◆ Ability to communicate effectively both verbally and in writing, with high proficiency in grammar, spelling, and punctuation.
- ◆ Experience with Photoshop, InDesign, and Illustrator a plus.
- ◆ Experience with, or willingness to learn, Google Analytics and Meta Business Suite.
- ◆ Working knowledge of WordPress website content management, a plus.

- ♦ Strong organizational skills with the ability to manage multiple events and deadlines simultaneously, prioritizing and completing unscheduled work while meeting regular deadlines.
- ♦ A collaborative, team-oriented approach to working with ministry leaders and volunteers.

Organization Relationship:

This position is directly accountable to the Communications Director, and through the Executive Worship & Communications Pastor to the Senior Pastor. This position has contact primarily with paid staff, volunteers, and the church congregation.

Working Conditions:

This is a salary and full-time position (approximately 40 hours per week), with a regular weekly in-person schedule determined by the Lead Communications Director, along with some pre-approved Sunday evening, and special event work. Regular working days are Sunday through Thursday. Odd hours and alternate comp days may need to be arranged with the supervisor on a case-by-case basis. Attendance at seasonal ministry kick-off events (Ministry Expo) and large all-Faithbridge campus events will be required, including Christmas Eve and Easter.

Needed Attributes:

Strong interpersonal skills, keen initiative, extremely detailed oriented, outstanding organizational skills, ability to use discernment in making decisions, and a team player. Spiritual gifts of administration, serving, creativity, leadership, and exhortation are helpful.

This job description is not all-inclusive and can be modified verbally or in writing by the employee's supervisor.

I have read and received a copy of my job description. I understand this overrides anything I have been given or told in the past. I further understand that I am expected to follow the job description as outlined above, and if I have any questions concerning what is expected of me, I will speak with my immediate supervisor. I will meet with my supervisor for a formal review 30 days from the date below.

Employee's Signature

Date

Print Name