

Faithbridge Church

Position Description

Position Assignment:

Title:	Social Media Coordinator
Recruited By:	Communications Director
Staff Grade:	Full time, Non-Exempt (30 hours)
Accountability:	Reports to Communications Director
Ministry/Dept:	Communications
Updated:	June 2023

Summary of Position: This position will be responsible for Faithbridge's online interactions with the public by implementing content strategies and monitoring analytics across a variety of virtual platforms.

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:

The Social Media Coordinator works within church branding guidelines in the production of church wide communications across a variety of media. Duties include, but are not limited to;

- Work with the Communications Director to design an engaging digital marketing plan and social media strategy
- Front-facing first-touch communication in online channels
- Manage the day-to-day handling of all social media channels, such as Facebook, Instagram, LinkedIn and YouTube, TikTok, etc.
- Craft a content calendar in collaboration with the Communications Team and the various ministries of the church.
- Oversee, plan, and deliver content across different platforms using scheduling software
- Conceptualize recurring and one-off content (behind-the-scenes, ministry highlight, employee highlight, weekly recap, etc.) that will introduce people to the life of Faithbridge
- Design templates to streamline the process of creating content that aligns with the look and tone of assets created by the Graphic Designer
- Attend events, classes, and groups as needed to capture content, including some evenings
- Engage employees, volunteers, and congregants to participate in interviews, gifs, welcoming b-roll, etc. to create engaging and informative content
- Edit all content before uploading to social media channels, including adding subtitles, gifs, links, creating montage videos, editing clips together, etc.
- Adapt content to suit different audiences and channels as needed
- Generate a monthly report that includes statistics, trend analysis, online reviews, and feedback
- Increase social media following
- Build relationship with followers through consistent communication by responding to comments and questions.
- Actively monitor social media during live online broadcast

- Monitor social media channels, reviews, and comments and communicate with followers and answer inquiries in a timely manner
- Work with the Video Team to identify, procure, and re-format video content for social media distribution

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

Skills and Educational Requirements:

- Experience with Photoshop, In Design, Illustrator a plus
- Experience with or willing to learn Google Analytics and Meta Business Suite
- Bachelor’s Degree preferred. Focus in Marketing, Communications, or PR preferred
- Working knowledge of Wordpress website content management a plus
- Ability to communicate effectively both verbally and in writing
- Minimum of three years of demonstrated success managing social media platforms or relevant content marketing experience
- High proficiency in grammar, spelling, and punctuation.
- Able to meet regular deadlines while prioritizing and completing unscheduled work.
- Must be able to work some evenings as required to gather content from events, groups, etc.

Organization Relationship:

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

Working Conditions:

Position is approximately 30 hours per week. Regular working days are Sunday - Thursday. This position may work a hybrid office/home schedule at the discretion of the Communications Director. Odd hours and alternate comp days may need to be arranged with supervisor on a case-by-case basis.

Needed Attributes:

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

Prepared By: _____ **Date:** _____

Approved by: _____ **Date:** _____

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 my job description as outlined above, and if I have any questions concerning what is expected of me, I will speak with my immediate supervisor.

Employee’s Signature

Date

Print Name