

SOCIAL MEDIA COORDINATOR JOB DESCRIPTION

Summary of the position:

The Social Media Coordinator helps Graceway amplify its mission by leading the church's social media presence with excellence, creativity, and strategy. This role is responsible for collecting, creating, and publishing content across all Graceway social channels. The coordinator will plan and execute social media strategies and timelines for services, ministries, events, and conferences. They will generate new ideas, capture and curate content, and share stories of life change in alignment with Graceway's brand and voice. This position also includes moderating conversations, fostering engagement, and developing content that reflects what God is doing in and through our church.

Experience, Knowledge, and Ability Required:

- Experience promoting a brand or organization through social media (Instagram, Facebook, TikTok, YouTube, etc.)
- Strong writing, editing, and storytelling skills
- Experience managing and equipping volunteers
- General knowledge of design concepts and current digital trends
- Ability to create content independently (photo, video, graphics)
- Ability to manage multiple projects and meet deadlines
- Collaborative team player able to communicate needs, challenges, and ideas
- Creative thinker who anticipates needs and provides solutions
- Experience using Adobe Creative Cloud, Canva, and similar tools
- Excellent written and verbal communication skills

Essential Functions and Responsibilities:

- Collaborate with Communications and departments to support marketing strategies
- Collect, create, write, and publish content across Graceway's social media platforms
- Generate new content concepts, campaigns, and creative ideas to increase engagement and reach
- Capture and edit photos and videos as needed for social content
- Understand and consistently represent the Graceway brand across all digital channels
- Recruit, manage, and empower a Dream Team of volunteers for photography, stories, and content support
- Identify and gather stories of life change to feature on social media
- Monitor and respond to comments/messages as appropriate

- Stay current on social media and digital communication trends
- Develop and maintain timelines and content calendars for social media messaging
- Participate in church-wide events for content collection and real-time coverage
- Other duties as assigned

Other Duties and Responsibilities:

- Manage projects, organize tasks, and prioritize workload effectively communicate project progress with ministry departments
- Be available for occasional emergency or after-hours needs (rare)
- Other duties as assigned

Employee Attributes:

- Life-giving spirit and attitude
- Driven to pursue excellence
- Creative mindset
- Out-of-the-box thinker
- Task-oriented
- Demonstrate loyalty to the vision of the team and church
- Heart of a servant
- High-capacity, multi-tasking individual who is comfortable working independently without constant supervision while also being able to work as a team player
- Strong written/oral communication and interpersonal skills

Extent of Personal Contact:

- Routine contact with staff and volunteers
- Routine contact with church members and guests

Physical Demands:

- Sitting for long periods of time
- Must be able to drive own vehicle or a Graceway vehicle

Supervisory Responsibilities:

- N/A