

Churchome Job Description

Social Media Coordinator

I. PURPOSE

The Social Media Coordinator is responsible for contributing to, implementing and monitoring a comprehensive social media strategy in order to grow Churchome's online community and share the story of Jesus with global audiences. This includes and is not limited to guiding users to engage with Church@home both as attendees and leaders, Digital Meetups and other resources available to our community via all active digital & online channels.

II. TARGETS

- Published social media content, as well as the conversations and engagement generated on Churchome's social media platforms, consistently points the audience to the story of Jesus and reflects the values, voice, and culture of Churchome.
- Data-driven decisions shape the social media strategy as a result of regular data analysis and reporting.
- Churchome's global following is experiencing steady growth and engagement as reflected in KPI reporting and metrics.

III. RESPONSIBILITIES

- Social Media Content
 - Create the copy for and publish high-quality content on social platforms that reflect the voice, mission, and culture of Churchome, while maintaining awareness of current media trends.
 - Manage the scheduling of social media posts, collaborating with social media team members to generate relevant content and copy, and publish it at optimal times.
 - Listen to and engage with Churchome's social media audiences by partnering with internal stakeholders. Effectively respond to and report back audience feedback.
 - Manage the social media publishing calendar, collaborating across departments and with creative teams to generate relevant content and publish it at optimal times.
 - Monitor user engagement and make recommendations for content optimization.
 - Assist with asset management and organize the team's digital drive.
- Global Following Growth
 - Utilize social listening tools and text mining to identify key themes and upcoming trends in community conversations. Work with the social media team to align overall strategies with the interests and felt-needs of the community.
 - Stay up-to-date with new digital technologies and social media best practices and propose methods to optimize for the future.
- Churchome may also assign other duties or responsibilities, in its sole discretion.

IV. FOLLOW UP

- 30-Day Check-In with HR
- 90-Day Review with Social Media Manager
- Monthly content strategy planning meetings with the Social Media Team
- Bi-weekly one-on-one meetings with the Social Media Manager

V. FOLLOW THROUGH

- If targets are being met on a consistent basis, aim to train up volunteers who will step in and help create more margin for the Churchome social media presence to grow.
- If targets are not being met on a consistent basis, a meeting will be arranged with the Marketing & Communications Director to evaluate and adjust targets or work to provide additional resources or support to help meet targets.

VI. EMPLOYMENT STANDARDS

Education/Experience:

- 2+ years experience in social media marketing or in a similar role with demonstrated successes.
- Strong organizational skills with the ability to meet challenging deadlines while managing multiple priorities.
- A deep understanding of the social and digital marketing landscape coupled with a passion for creating copy and content to drive user engagement.
- Proven experience working with popular social media management and monitoring tools.
- Strong experience with social media analytics using a variety of analytics tools as well as internal reporting tools.
- A robust understanding of Churchome's mission and voice and deep understanding of developing, growing and nurturing social media communities.
- A bachelor's degree in Communications, Marketing, Analytics, or similar relevant field is preferred.
- Any combination of education and experience that would provide the required skill and knowledge for successful performance will be considered.

Knowledge/Skills:

- Excellent knowledge of Facebook, Twitter, Instagram, YouTube, TikTok, LinkedIn and other social media best practices.
- Strong interpersonal, written and verbal communication skills.
- Outstanding ability to think creatively and identify and resolve problems.
- Strong community building & management skills.
- Good organizational and time-management skills.
- A team player with high levels of integrity and self-motivation.

Work Status: Exempt, Salaried, Full Time
Supervisor: Social Media Marketing & Creative Manager

Staff Supervision: None

Employees of Churchome must comply with the policies, procedures, requirements and responsibilities set forth in the staff handbook and the church's other manuals and directives, as revised by the church from time to time. These include, for example, attendance at the weekly staff meeting, lifestyle expectations, and church attendance expectations. This job description is subject to revision by Churchome at any time and for any reason. Nothing in this job description shall be construed as an implied agreement or promise of specific treatment of an employee, and it does not change the at-will employment relationship between the employee and Churchome.