

Social Media Coordinator - Job Description

General Description

In support of the Communications Director (CD), the Social Media Coordinator works to tell the story of what God is doing through Lighthouse Church (LH) across our social media platforms. He or she will be responsible for managing all aspects of current and future Lighthouse Church (LH) social media accounts. In this role, the Social Media Coordinator will support the mission of LH to reach the lost and make disciples by creating content to engage our audiences across our social media platforms.

Essential Job Functions

1. In support of the CD, function as the leader and primary contact for all of LH's social media, overseeing all LH accounts; develop account-specific strategies and campaigns to build community and share stories of what Jesus is doing at LH
2. Build and maintain monthly content calendar; write clear, compelling copy in LH's brand voice that communicates all Jesus is doing at LH; collaborate with Creative Team on video and graphic needs; find new ways to market and share content via social media
3. Capture the life that happens at LH Glen Burnie on Sundays and at various events throughout the week through engaging content, including photography, videos, etc.
4. Collaborate with ministry leads and pastors to communicate and share all Jesus is doing in and through their ministry; build and maintain content calendar; provide direction of churchwide content to be shared
5. Work with LH Online Community Director to develop and maintain paid social media strategy to support platform specific growth and online engagement efforts
6. Build relationships within the LH Online Community by responding to messages and comments across platforms
7. Monitor social media for local, national or church-related incidents/events that are occurring; report to CD with response recommendation
8. Track and report monthly analytics; provide recommendations for all accounts
9. Consistently develop skills and stay up to date on social media and industry trends, implementing new ideas
10. Perform other duties as assigned

Education and Experience

The ideal candidate is an LH partner with a minimum of 3 years' experience as social media manager/strategist in a church and/or business environment. A bachelor's degree in communications or related field is preferred. The successful individual will have strong attention to detail, exceptional communication skills, and the ability to meet deadlines in a fast-paced environment. He or she will also possess a working knowledge of Facebook, Instagram, Twitter, YouTube, Hootsuite, Google Apps, the Adobe Creative Suite, and Apple applications.

Compensation

This is an on-site, part-time position (30 hrs.) compensated at a rate depending on experience.