

Social Media Coordinator
FLSA Status: Non-Exempt
Reports to Communications Project Manager
Grade II (\$12.10 - \$18.70 Based on experience and qualification)

SUMMARY OF RESPONSIBILITIES

Works with the Communications Project Manager to plan, organize, and execute effective social media strategies for NewSpring Church.

The incumbent must perform all job duties as outlined in this job description to support ongoing mission of the church while committed in accordance with the Baptist Faith and Message (2000 edition).

ESSENTIAL DUTIES

- Working with the Communications Project Manager, conceptualizes engaging, meaningful content for NewSpring Church's social media platforms, keeping consistent with NewSpring's mission. (app. 35%)
- Organizes a posting calendar and works with various creative team members on the creation of digital assets for social media platforms. (app. 20%)
- Writes purposeful and relevant captions for social media posts. (app. 15%)
- Attends weekend services and various events to capture and share content on social media platforms. (app. 15%)
- Monitors social media feedback, engages with followers, and responds to comments and questions as necessary. (app. 15%)

These duties are subject to change as church needs and strategies evolve. Employee may be required to perform other duties.

EDUCATION/TRAINING

- College courses in marketing, communication, or advertising preferred.

EXPERIENCE

- A minimum of 2-3 years of experience with social media platforms.

REQUIRED SKILLS

- Excellent written English including accurate use of grammar and a meticulous approach to writing.
- Ability to learn and follow a written style guide.
- Strong organizational skills.
- Working knowledge of social media platforms (Instagram, Facebook, and Twitter).
- Computer and mobile device proficiency.
- Ability to maintain high-quality work while meeting tight deadlines.
- Ability to discern quality in digital media.

PHYSICAL DEMANDS

The usual and customary methods of performing the job's functions require the following physical demands:

- Clearly communicates verbally with others to exchange information.

- Frequently discerns colors and sounds for production of creative elements.
- Occasionally ascend and descend stairs and/or ramps.
- Frequently uses repetitive hand motions for keyboard entry and typing.
- Frequently remains in a stationary position for prolonged periods of time—frequently sitting.
- Frequently views and operates technological devices, including but not limited to computers and phones.
- Frequently moves self in different positions to accomplish tasks, sometimes stooping, kneeling, and reaching.
- Frequently accomplishes tasks using near and far field of vision.
- Sometimes lifts, carries, and moves up to 10 pounds.

WORKING CONDITIONS

- This position works primarily indoors.