

JOB DESCRIPTION

Job Title: Social Media Coordinator

Department: Creative

Reports to: Creative Department

Date Prepared: 01.2023

I. **Purpose of the Job:**

The Social Media Coordinator's purpose is to help Citygate Church improve the organization's communication efforts and social media impact internally and externally. He/she will be responsible for initiating and managing social media strategies and timelines for services, departments, special events, and conferences. He/she will also be responsible for finding and moderating stories of life change to share on video and social media.

II. **Experience and Knowledge Required:**

- Experience promoting a brand or organization with social media (including Instagram, Facebook, Youtube and Twitter)
- Writing and photo editing experience (Adobe Photoshop)
- Experience leading volunteers
- General knowledge of design concepts with a pulse for current trends and techniques
- Ability to manage multiple projects simultaneously while meeting deadlines
- Ability to work as a team player and discuss needs, challenges and ideas
- Ability to think ahead, anticipate needs and offer creative solutions
- Excellent written and verbal communication skills

III. **Essential Functions and Responsibilities:**

- Liaison between communications and creative teams about marketing strategies
- Understand the Citygate brand, support it and improve it through all social media outlets
- Managing a Crew of volunteers to assist in social media and acquiring stories.
- Provide metrics reports and analysis to measure social media growth and impact
- Connect with departments about potential stories of life change
- Stay current on social media trends
- Create timelines for social media content posting
- Lead and develop volunteer social media teams in excellence
- Participate in church wide events
- Other duties as assigned

I. **Other Duties and Responsibilities**

- Manage projects, organize tasks, and prioritize workload
- Communicate project progress with ministry departments
- All other duties as assigned

IV. **Employee possess and exhibit the following core values in their daily lives:**

- Love for God
- Love for People
- Work Ethic that is excellent, protective and frugal with time and money
- Attitude of a servant, enjoyable to be with and devoted to the call of God and the Church
- Life-giving attitude
- Loyal, heart of a servant
- Must be committed to the vision of Citygate Church to fulfill the Great Commission with integrity and passion
- High-capacity, multi-tasking individual who is comfortable working independently without constant supervision
- Strong written/oral communication and interpersonal skills
- Highly self-motivated and directed

V. Extent of Public Contact

- Routine contact with Creative department
- Routine contact with church members and guests
- Routine contact with Citygate Pastors, Full and Part-time staff and Crew Members

VI. Supervisory Responsibilities

- Develop and give creative direction to Social Media team