



**Job Title: Communication Coordinator for Social Media**    **Date: April 2022**

**Reports To: Director of Communication**

**Status: Part Time**

**FLSA: Non-Exempt**

### **Job Summary:**

The Communication Coordinator for Social Media is responsible for the implementation of various forms of communications media including print, digital, and social media. This person will work with the Director of Communication to proactively and strategically coordinate ministry event publicity through internal and external channels. They will develop and identify innovative ways to infuse story into the everyday culture of Bethany.

### **Essential Job Functions:**

1. Social media management: Administer and maintain churchwide social media presence including drafting and scheduling outgoing social media posts; Monitor and guide ministry department social media outlets.
2. Create and distribute internal communications and announcements for events and ministries via print, email, and social media mediums.
3. Collaborate with Director to strategically streamline systems and processes so events for all ministries are appropriately prioritized and communicated.
4. Copywriting and storytelling
5. Recruit, train, and schedule online worship host team.
6. Monitor all communication to ensure consistent branding and messaging across channels.

### **Knowledge, Skills and Abilities:**

- Knowledge of Bethany's print, digital, and social venues branding and messaging.
- Strong writing, editing, and proofreading skills.
- Proficient in Microsoft Office and Adobe Creative Suite.
- Solid understanding of good and bad design.
- Ability to be a team-player who can work effectively with other members of the church staff.
- Ability to manage multiple projects simultaneously, pro-actively communicating with Director and staff.
- Website management a plus.

### **Education and Experience**

Bachelor's Degree in Communication, Marketing, or related field and one-year experience in communications or social media marketing. Experience can be substituted for degree. Must have an active church membership.

*Note: This job description is not intended to be all-inclusive. Employee may perform other related duties as assigned to meet the ongoing mission of the congregation.*