



Job Profile

As our church grows our demographics will change and expand making social media an evolving and important means of promotion, information and communication. When done well, social media helps our church family connect and feel bonded as well as serving as a first connection point for those searching for a church. The role of the Social Media Coordinator is to disseminate branded, accurate and compelling messages through various channels of social media and support our corporate website. This part time (20 hours per week) position reports to the Communications Director.

Job Responsibilities

Essential duties:

Uses social media as an engagement and advertising tool. Helps create community within Berean via social media.

- Disseminates information cross-publication, tailoring messaging appropriately to intended audiences while reinforcing brand identity
- Serves as key publications contact person to ministry partners, and gleans accurate information
- Coordinates Berean's corporate social media accounts: Facebook, Instagram, Google My Business
- Schedules, maintains and publishes weekly social media calendar in Studio Creator
- Provides occasional availability for live posts at weekend services and other big church events
- Shoots video suitable for social media as necessary

Ensures that metrics are used to measure effectiveness of social media strategies.

Other duties:

- Designs and produces art for items such as directional event signage, employee badges and name plates
- Supports Communications Team with design work as needed
- Proofreads print and electronic content
- Works with vendors as needed
- Tracks projects using the project management software, Basecamp
- Participates in weekly team meetings and regular one-on-one checkpoints with Director
- Helps maintain Berean's YouTube channel
- Helps upload weekly sermons & other videos to the website and YouTube
- Helps maintain Berean's website

"We know that for those who love God all things work together for good, for those who are called according to his purpose."
Romans 8:28 ESV

Knowledge, skills, and abilities

- Bachelor's degree in Graphic Design, Communications or Marketing
- Competency in Adobe Creative Suite, Microsoft Office products and database manipulation
- Strong knowledge and understanding of current trends in digital media marketing including Facebook, Instagram, Twitter, Google My Business, as well as the publishing tool, Creative Studio
- Excellent verbal and written skills; ability to convey concise and consistent messages
- Enjoys working in a team-based environment and desires to collaborate with others
- High degree of organizational skills and productivity
- Self-motivated with a positive and professional approach to client satisfaction
- Exhibits unique creative expression through design and written medium
- Ability to take good photographs.

Faith-Based Qualification:

- Personal relationship with Jesus Christ
- Evidence of growing maturity as a disciple of Christ
- Agreement with Berean Baptist Church statement of faith

Work Conditions

Will most frequently will work weekdays; occasional hours on weekends and evenings to support events and ministry activities with photography/video and through social media.

All staff are required to serve at two of four Faith Family Celebrations and at least half of our Easter and Christmas services unless otherwise approved.

This job description in no way states or implies that these are the only duties to be performed by this employee. He or she will be required to follow any other instructions and to perform any other duties requested by his or her supervisor.