

Hope Community Church
Social Media Coordinator Role Description



Job Title: Social Media Coordinator
Name: TBD
Reports to: Communications Director
FLSA Status: Exempt

Role Summary:

The Social Media Coordinator is responsible for managing and growing Hope Community Church's online presence through various social media platforms. This role includes content creation, audience engagement, analytics monitoring, and collaboration with other teams inside the organization. The Social Media Coordinator must affirm and support the statement of faith and mission of Hope Community Church while focusing on engagement, growth, outreach and digital discipleship.

Primary Duties/Responsibilities:

- Co-develop (with the communications team) and implement a comprehensive social media strategy that integrates with an annual content/marketing calendar and supports the mission, vision, values and goals of Hope Community Church.
- Create, schedule, and publish engaging content across various social media platforms, including Facebook, Instagram, Twitter, and YouTube.
- Monitor and respond to comments, messages, and inquiries on social media, fostering a positive and interactive online community.
- Collaborate with marketing/communications, and other departments to ensure cohesive branding and messaging.
- Analyze social media metrics to gauge the success of campaigns, adjusting as necessary along with contributing to a monthly analytics dashboard.
- Work closely with the design and film teams to curate relevant and engaging content.
- Stay up to date with the latest social media trends, tools, and best practices.
- Lead a team of college interns annually – focused on channel growth and content creation.
- Coordinate social media coverage for church events and initiatives.
- Oversee and offer support to specific ministry social media channels.
- Strict adherence to the Hope Community Church brand guidelines

Skills and Abilities:

- Strong understanding of major social media platforms and their best practices
- Exceptional writing, editing, and communication skills
- Creative thinker with an eye for design and visual aesthetics
- Entry-level graphic design (i.e. Canva or Adobe CC)

- Detail oriented with strong organizational and multitasking skills
- Familiarity with social media management/scheduler tools (i.e. Hootsuite, Monday etc...)
- Experience with Microsoft Office 365 applications
- Ability to adapt to new technologies and trends
- Strong leadership gifting

Education and Experience:

- Bachelor's Degree in Marketing, Communications, or related field (preferred)
- Minimum of one to two years of experience in social media management or related roles
- Demonstrated success in growing and engaging an online community
- Experience in a church setting is a plus