



JOB DESCRIPTION

DATE: July 21, 2022
JOB TITLE: **Social Media Coordinator**
LOCATION: Central Services
REPORTS TO: Marketing and Communications Director
FLSA STATUS: Full-time, Exempt
WEEKENDS: No

SUMMARY

The Social Media Coordinator is the owner of the design and content of Prairie Lakes Church's digital presence. They will ensure consistency, accuracy, and excellence in all online content in accordance with the culture and values of Prairie Lakes Church.

ESSENTIAL DUTIES AND RESPONSIBILITIES Other duties, in addition to these may be assigned.

- Ensure adherence to Prairie Lakes Church's Communications guidelines.
- Train and coach staff in digital use and guidelines, content, and formatting to appropriately reflect the PLC culture and mission.
- Design and shape the user experience on social media and digital platforms through content creation and curation.
- Participate in the review and proofing of website content/links for accuracy.
- Optimize/execute reports showing the effectiveness of our digital presence.
- Research and promote the use of new ideas re: Prairie Lakes Church digital presence.
- Manage Prairie Lakes Church's web audio/video content.
- Publish content to various Prairie Lakes Church mediums (Website, YouTube, iTunes podcasts, Vimeo, etc.).
- Edit, deliver, and execute the simulated-live online services.
- Execute promotional campaigns (church-wide general promotion, big weekends, special events, etc.).
- Strategize and improve content delivery and promotion.
- Capture photo content for web and social.

SUPERVISORY RESPONSIBILITIES

This position has no supervisory responsibility.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

Successful candidate must be a Christian and fully support the philosophy of Prairie Lakes Church and its leadership team. The individual's commitment to Christ will be evidenced in his/her personal life, family relationships and ministry. The candidate's daily walk with God will be an example to all.

The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

- Bachelor's degree preferred.

LANGUAGE SKILLS

Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write routine correspondence. Ability to effectively communicate verbally with church members, vendors, and other employees of the organization, using proper grammar without dialect or slang. Ability to speak effectively before groups.

REASONING ABILITY

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems efficiently and effectively while maintaining strong working relationships.

OTHER SKILLS AND ABILITIES:

- Familiarity with new and existing social media platforms.
- Experience with website management, design and best UX practices.
- Familiar with Google Analytics and Search Engine Optimization
- Familiar with digital advertising (Facebook, Instagram, YouTube, Google AdWords, etc.).
- Comfortable with the Adobe Creative Suite (Premiere, Photoshop, Lightroom)
- Familiar with marketing automation software
- Experience with HTML and CSS preferred.
- Basic camera skills (photography, lighting, audio).

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms; stoop, kneel, crouch, or crawl; and talk or hear. The employee must frequently lift and/or move up to 30 pounds.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate. Work assignments will include attendance at meetings and events in a building which is multi-level with several sets of stairs, but is handicap accessible and equipped with an elevator. This campus has a nonsmoking environment.

COMMENTS

The above statements are intended to describe the general nature of this job and the level of work performed by employees in this position. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties required by their supervisor.

Requirements are representative of minimum levels of knowledge, skills, and/or aptitudes to perform each duty proficiently.

This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.

Approved by Employee _____ Date _____

Approved by Supervisor _____ Date _____