

Social Media/Community Engagement Coordinator

St. Mark is an open and affirming community where all are welcomed.

The primary mission of St. Mark Presbyterian's Social Media/Community Engagement Coordinator is to maintain and expand St. Mark Presbyterian's social media and web presence through regular posting of photos, videos, events, and messaging.

RESPONSIBILITIES

- Create content: write posts, edit photos and videos for posting, with messaging consistent across all platforms, including the St. Mark website.
- Post five to six times per week on St. Mark activities, upcoming events, messages from sermons, volunteer opportunities, and any other appropriate material. The current social media calendar includes main subject areas as a guideline and can be changed/adapted as needed.
- Use current social media channels (Facebook, Instagram, Vimeo, Twitter (minimal presence), YouTube, LinkedIn), and add new ones as appropriate.
- Develop a monthly or quarterly social media calendar to follow on a weekly basis.
- Work with pastors and staff to identify key messages that should be included in each week's posts. *(After some training, person should be able to independently identify what messages/themes to include with minimal supervision).*
- Monitor social media sites daily for user comments/feedback and respond as appropriate.
- Attend St. Mark Community Engagement Commission monthly meeting to report on social media trends, results of postings, recommendations for upcoming posts/campaigns, etc.
- Candidate will work remotely, but also be available to attend selected St. Mark events as often as possible to gather material, take photos/video, etc.
- Work with other committees to obtain materials as well.
- Candidate should have an appreciation for the ethos of a non-profit faith community that is open and affirming and welcomes all.

QUALIFICATIONS:

- A minimum of three years of experience in social media, including an understanding of social media platforms and the nuances of each.
- Excellent copywriting, editing, and proofreading skills. Ability to work with church's messaging in a professional, elegant manner.
- Proven experience using content creation and editing tools to build attractive, appealing posts including available photo and video editing tools.
- A good eye for design is a must, facility with applications such as Canva, Adobe Photoshop or Illustrator is a plus.
- Knowledge of WordPress and ability to update the St. Mark website content and make design changes as needed.

- Knowledge of SEO, link building and key words, as well as an understanding of how social media impacts website rankings preferred.
- Attention to detail—use care in creating posts with no typos or other content errors.
- Open-minded with ability to moderate potentially controversial feedback. Willing to ask for help from pastors and/or staff before replying to any questionable feedback or posts from the community.
- College degree in marketing/communications or social media preferred.

HOURS:

- Requires 10 hours per week; position does not have set scheduled hours.

BENEFITS:

- Benefits are not provided.

ACCOUNTABILITY:

- Reports to Pastor as Head of Staff, and the Session of St. Mark through the Community Engagement Commission.

EVALUATION:

- Performance review will be conducted after 60 days and then annually by the Pastor. Compensation will be reviewed annually by Human Resources.

Send resume and questions to Office Administrator at: stmark@stmarkpresbyterian.org