

Highland Baptist Church, Laurel Mississippi

Social Media / Website Coordinator Position

HOURS: 6-8 Hours per week.

SUMMARY OF POSITION:

We are looking for a talented Social media / website coordinator to create and maintain a strong online presence for our church. Your role is to implement online marketing strategies through various social media accounts and our church website. These accounts include but are not limited to Highland Baptist Church Facebook, Twitter and Instagram accounts as well as our Pastor's official twitter account. This position will also repost, retweet or share posts from other ministry areas of our church to the official Highland Baptist Church accounts. Additionally, this position will be responsible for updating and maintaining our church website on a weekly basis.

REPORTS TO: Executive Pastor

RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:

As a Social media coordinator, you will develop original content and suggest creative ways to engage more people and promote our church online. Ultimately, you should be able to increase web traffic and engagement through various social media platforms and our church website:

- Research audience preferences and discover current trends
- Create engaging text, image and video content
- Design posts to sustain readers' curiosity and create buzz around new church programs, events or initiatives
- Measure web traffic and monitor SEO
- Stay up-to-date with changes in all social media / web platforms ensuring maximum effectiveness
- Train co-workers to use social media in a cohesive and beneficial way
- Facilitate online conversations with individuals and respond to queries
- Develop an optimal posting schedule, considering web traffic and engagement metrics
- Oversee social media accounts layout
- Suggest new ways to attract prospective members through web and social media
- Coordinate with staff to receive information for website.
- Solicit pictures and other content from event / activity attendees for use in social media / web posts.

QUALIFICATIONS:

- Experience as a Social media / web coordinator for a ministry or non-profit
- Expertise in multiple social media platforms
- Experience with Clover Sites Web Platform
- Ability to understand and report metrics and engagement statistics
- Ability to deliver creative content (text, image and video)
- Familiarity with online marketing strategies and marketing channels
- Ability to grasp future trends in digital technologies and act proactively
- Excellent communication skills
- Multitasking and analytical skills
- BS degree in Marketing, Communications, New media or relevant field