

## Social Media Coordinator

The Social Media Coordinator is responsible for creating and leading teams that oversee and monitor all aspects of the Top 5 social media platforms for Lakeland Community Church (LCC).

**Direct Report:** Executive Pastor (XP)

**Status:** Full-Time / Media Department

**Revised:** June 22, 2020

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Create, Develop and Empower a Team for each of the Top 5 media platforms to:
  - Create engaging, relationship building content in a variety of media types including images, videos, stories, GIFs, etc.
  - Edit all content on social media
  - Monitor and provide rapid response to inquiries and conversations on social media
  - Assist LCC departments with social media needs
- Establish and maintain an ongoing strategy for social media objectives (i.e. Scorecard) that meet the needs of our target audience while conveying Lakeland's brand consistently
- Cast vision for strategy of content both in text and in visual graphics
- Plan, create, and execute social media calendars, including drafting post copy, coordinating assets, scheduling posts, and publishing on platforms
- Implement the social media components of marketing campaigns as defined by the Media Team and supporting team designers and videographers
- Stay up-to-date on the latest social media trends and best practices
- Use internal project management software (Asana) to track projects and keep up with tight deadlines

This job description in no way states or implies that the **ESSENTIAL DUTIES AND RESPONSIBILITIES** are the only responsibilities of this position. The employee is required to follow any other reasonable instruction and perform any other reasonable duties at the request of the Executive Pastor.

**Special Education/Experience Requirements:**

- Bachelor's degree in Journalism, Communications, Marketing, or related field—or comparable professional experience
- Vast experience and understanding of all of the current Top 5 media platforms
- Proficiency in Adobe Creative Cloud
- Demonstrated understanding of social media best practices
- Strong graphic design, editing, and photography skills
- Strong oral and written communication skills

**Additional Requirements:**

- Passionate desire to serve Christ in the local church
- Excellent communication skills – verbal, visual, written, and relational
- Early adopter and enthusiast of social media applications and technologies
- Demonstrated familiarity with all popular social media channels with a strong understanding of different types of messaging
- Highly organized with attention to detail and accuracy, even on time sensitive projects
- Solid knowledge of social media industry trends and analytic tools
- Very innovative with an eye for creativity
- Strong problem-solving and relationship building skills
- Flexibility to plan and work on multiple projects simultaneously; effectively manage time and prioritize workload
- Ability to turn around projects with excellence on short timelines
- Be a great team player who thrives on providing timely, high-quality support for the various departments and ministries within LCC
- Spiritual discernment, emotional intelligence, and an ability to establish a rapport with professional and amateur video talent, artists, musicians, and teaching pastors.
- Must work well alone and in a team environment.
- In agreement with the LCC Partnership Covenant and Staff Values.