



AGAPE FAMILY WORSHIP CENTRE

JOB DESCRIPTION

Job Title: Social Media Coordinator

Department: Social Media

Job Description: Social Media Coordinator (Church)

Position Overview:

The Social Media Coordinator plays a vital role in enhancing the online presence and communication strategies of our church. This position is responsible for developing, implementing, and managing engaging social media content that promotes our church's mission, values, events, and community outreach efforts. The Social Media Coordinator will be the key liaison between the church and its online audience, fostering meaningful connections, and promoting the church's brand identity across various social media platforms.

Responsibilities:

Content Creation and Management:

Develop creative and compelling content for social media platforms, including but not limited to Facebook, Instagram, and YouTube. Curate, schedule, and publish posts that align with the church's vision, values, and key events. Capture and edit high-quality photos and videos to showcase church activities, sermons, and community events. Write engaging and informative captions, incorporating relevant hashtags and keywords to increase visibility.

Social Media Strategy:

Collaborate with the church leadership team to develop a comprehensive social media strategy that aligns with the overall communication goals. Identify target audiences and implement strategies to engage and expand the online community. Research and stay up-to-date with current social media trends, tools, and best practices to maximize the church's online impact.

Engagement and Community Management:

Monitor and respond to comments, messages, and inquiries on social media platforms promptly and professionally. Foster meaningful online conversations, build relationships with followers, and encourage community

engagement. Collaborate with other church departments to ensure accurate and consistent messaging across all social media platforms. Encourage user-generated content and facilitate the sharing of stories and testimonies from church members.

Analytics and Reporting:

Utilize social media analytics tools to track, measure, and report on the effectiveness of social media campaigns. Provide regular reports on social media performance, including key metrics, trends, and recommendations for improvement. Monitor and analyze competitor and industry trends to identify opportunities for growth and innovation.

Qualifications:

1. A strong commitment to the church's mission, values, and Christian principles.
2. Bachelor's degree in marketing, communications, or a related field (or equivalent experience).
3. Proven experience managing social media platforms and creating engaging content.
4. Proficiency in social media management tools, analytics platforms, and scheduling software.
5. Excellent written and verbal communication skills, with an ability to adapt to the church's tone and voice.
6. Basic graphic design skills and familiarity with photo/video editing software.
7. Strong organizational skills with the ability to manage multiple projects and meet deadlines.
8. Knowledge of social media best practices, algorithms, and emerging trends.
9. Ability to work collaboratively in a team and independently with minimal supervision.
10. Experience in a church or faith-based organization is preferred but not required.

Application:

To apply, please submit your resume, and a brief explanation of how your skills and experience align with the church's mission and values. A portfolio of previous social media work would be appreciated but is not required.