

GENEVA PRESBYTERIAN CHURCH – LAGUNA WOODS CALIFORNIA

Position Title: Social Media Coordinator

Effective Date: April, 2021

Classification: Part-time: Hourly

Reporting To: Communications Director

Direct Reports: None

Overview of the Position:

We are looking for a talented Social Media Coordinator who is a follower of Jesus Christ, to create and maintain a strong online presence for our church. Your role is to implement online marketing strategies through social media accounts, develop original content and suggest creative ways to help fulfill our mission of creating more followers of Jesus Christ. Ultimately, you should be able to increase web traffic and customer engagement metrics aligned with broader marketing strategies.

Essential Functions:

- Research audience preferences and discover current trends
- Create engaging text, image and video content
- Design posts to sustain readers' curiosity and create buzz around church programs and events
- Measure web traffic and monitor SEO
- Measure and report on social media platform effectiveness
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness
- Facilitate online conversations with church members and guest, and respond to queries
- Report on online reviews and feedback from members and guests
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Oversee social media accounts' layout
- Suggest new ways to attract prospective customers

Minimum Job Qualifications:

- Proven work experience as a Social media coordinator
- Expertise in multiple social media platforms, preferably YouTube, Facebook and Instagram
- In-depth knowledge of SEO, keyword research and Google Analytics
- In-depth knowledge of YouTube and Facebook analytics
- 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, New media or relevant field (or working towards degree)

How to Apply:

Please send cover letter, resume and work samples to jobs@genevapres.org by **March 31, 2021**. Work samples may be in the form of screen shots, links to postings, or referrals to social media addresses which showcase your work.

Geneva Presbyterian Church is an equal opportunity employer. To perform this job the individual must carry out all essential functions satisfactorily. Reasonable accommodations may be made based on the individual needs of a candidate.