

Job Title: Social Media Coordinator and Communications Specialist

Position Type: Part-time (approx. 8 hours per week)

Location: Urbana United Methodist Church

Summary:

We seek a dynamic and highly organized individual to fill the Social Media Coordinator and Communications Specialist role. This position is responsible for developing and executing comprehensive social media strategies to authentically showcase our ministries, staff, volunteer opportunities, worship experiences, and community engagement. The successful candidate will work closely with staff and essential volunteers to ensure a consistent, cohesive and engaging online presence that reflects our organization's values and mission.

Responsibilities:

1. Social Media Strategy and Planning:

- Develop and implement a social media content strategy aligned with organizational goals.
- Create a monthly content calendar outlining posts, campaigns, and engagement strategies.
- Monitor trends and best practices in social media to optimize content and engagement.

2. Content Creation:

- Generate creative and compelling content for various social media platforms, including text, images, and videos.
- Highlight ministries, staff, volunteer opportunities, key events, worship experiences, and community engagement through engaging posts.
- Coordinate with relevant teams to gather content and ensure accuracy.

3. Community Engagement:

- Foster and maintain a positive online community by responding to comments, messages, and inquiries.
- Encourage participation and interaction among followers to strengthen the organization's online presence.

4. Collaboration with Staff and Volunteers:

- Coordinate with staff members and essential volunteers to gather information and updates for social media posts.
- Attend the monthly staff lunch for collaboration and coordination.
- Facilitate media meetings to discuss upcoming events, initiatives, and content ideas.

5. Analytics and Reporting:

- Monitor social media analytics to assess the performance of content and campaigns.

- Provide regular reports on key performance indicators and adjust strategies accordingly.

Qualifications:

1. Experience

- Communications, marketing, or a related field (or equivalent experience).:
- Proven experience in social media management and content creation.
- Familiarity with social media analytics tools.

2. Skills:

- Strong written and verbal communication skills.
- Creativity and ability to think outside the box.
- Detail-oriented with excellent organizational and time management skills.

3. Teamwork:

- Ability to collaborate effectively with staff and volunteers.
- Positive and enthusiastic attitude.
- Developing a team to create multiple ways for congregants to serve.

4. Technology Proficiency:

- Proficient in using social media platforms (Facebook, Instagram, Twitter, etc.).
- Basic graphic design and video editing skills are a plus.

If you are passionate about leveraging social media to build community and share impactful stories that will grow the church and God's kingdom, we invite you to apply for this exciting opportunity. Please submit your resume, cover letter, and previous social media work samples to cdinnell@yahoo.com.

Urbana United Methodist Church is an equal opportunity employer. We encourage individuals from diverse backgrounds to apply.