

# Social Media Coordinator

## Victory Cathedral Worship Center



**Status:** Part-Time

We are looking for a talented Social Media Coordinator to create and maintain a strong online presence for our organization. Your role is to implement online marketing strategies throughout all of our social media accounts.

This individual should be a tech-savvy professional with an acumen and interest in making connections with people through various online channels.

**Reports to:** Digital Media Coordinator

### **POSITION RESPONSIBILITIES:**

- a) Research audience preferences and discover current trends
- b) Create engaging text, images, and video content
- c) Design post to sustain the curiosity of our audience to create interest around our events and ministry
- d) Consistently improve image quality using various methods and angles
- e) Seek out stories that highlight the vision of the organization
- f) Design post that showcase the victorious testimonies of guests, members, and ambassadors
- g) Assess and approve images and videos submitted by media team
- h) Measure web traffic and monitor SEO
- i) Stay up-to-date with changes in all social platforms ensuring maximum effectiveness
- j) Train co-workers to use social media in a cohesive and beneficial way
- k) Facilitate online conversations with customers and respond to queries
- l) Report on online reviews and feedback from customers and fans
- m) Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- n) Oversee social media accounts' layout
- o) Suggest new ways to attract prospective customers, like promotions and competitions

### **MINIMUM REQUIREMENTS & QUALIFICATIONS**

- a. BS degree in Marketing, New media or relevant field
- b. Proven work experience as a Social media coordinator
- c. Expertise in multiple social media platforms
- d. In-depth knowledge of SEO, keyword research and Google Analytics
- e. Ability to deliver creative content (text, image and video)
- f. Familiarity with online marketing strategies and marketing channels
- g. Ability to grasp future trends in digital technologies and act proactively
- h. Excellent communication skills
- i. Multitasking and analytical skills
- j. Excellent attention to detail
- k. Ability to work effectively under pressure and tight deadlines
- l. Confident and outgoing personality
- m. Well organized
- n. Self-Motivated

**Social Media Coordinator**  
**Victory Cathedral Worship Center**



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**Employee's Signature**

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**Date**

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**Employee Print**

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**Date**

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**Executive Leader's Signature**

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**Executive Leader's Print**