

Rolling Hills Covenant Church

Job Description

Title Social Media Coordinator/Designer		Human Resources Signature	
Department Communications	Effective Date April 1, 2022	Supercedes Date	
Personnel Commission Signature		Date	
Our Vision Glorifying God by loving, discipling, praying, going, and teaching the Gospel to all generations, people and nations.			

I. POSITION SUMMARY

The Social Media Coordinator manages the social media platforms for RHCC through planning, strategizing, copywriting, and online community management.

II. PRINCIPLE DUTIES AND RESPONSIBILITIES

1. Manage social platforms including ideation, writing, scheduling, and posting content.
2. Design, capture and edit graphics and video content to highlight RHCC values, upcoming events, sermon topics, and spiritual growth.
3. Consult and assist other departments to maintain a cohesive brand across all RHCC accounts.
4. Clearly communicate with copy that aligns with the style and vision of Rolling Hills Covenant Church.
5. Create and drive social media plans and content calendars, including developing campaigns.
6. Collaborate with the Communications Team in brainstorming and developing creative projects.
7. Oversee community engagement on all social channels, including responding to questions, comments and direct messages.
8. Develop and execute digital marketing plans, social media strategy, identify strategic weaknesses, and make recommendations for improvements.
9. Monitor trends in social media, including tools and applications.
10. Foster a collaborative relationship with our photography volunteers and create a “shot list” of needed photos.
11. Organize and manage photo assets and cloud storage.
12. Assist in maintaining the RHCC website and event calendar and update web graphics as needed.
13. Collaborate with the Communications Team in brainstorming and developing creative projects.
14. Assist the Communications Team in creating print and digital designs and resources.

III. MINIMUM SKILLS/EXPERIENCE/EDUCATION REQUIRED

1. Two years of relevant social media marketing and design experience.
2. Possess excellent copywriting skills and be capable of creating content from start to finish.
3. Can successfully manage time, workflow, and schedule to adhere to tight deadlines in a fast-paced environment.
4. Proficient in Adobe Creative Suite (Illustrator, InDesign, Photoshop) and Mac operating system.
5. Experience in writing and overseeing content creation.
6. High level of understanding of popular social networks - design, features, functionality, users, etc.
7. Love working in a team as much as you love working online.
8. Strong faith and familiarity with online discipleship and spiritual growth through social media.
9. Strong graphic design skills with an eye for detail and basic knowledge of visual hierarchy.
10. A keen eye for aesthetics and details.
11. Excellent communication skills.

IV. QUALIFICATIONS

1. Spiritually mature as evidenced by an observable walk with Jesus Christ as Lord and Savior.
2. Commitment to the Bible as God's Word and the authority for Christian living able the values of tradition and culture.
3. Commitment to discipleship through worship, study of the Word, and prayer.
4. Be able to articulate with clarity the basic Gospel message.

V. SUPERVISION

1. Supervises: Volunteer Photographers
2. Supervisory Authority: N/A
3. Supervised by: Director of Communications