**SOCAIL MEDIA COORDINATOR**

**POSITION OVERVIEW**

We are seeking a social media coordinator to grow and maintain our social presence and networks. The social media coordinator will curate content to gain new followers and engage existing followers. The social media coordinator will create new social marketing campaigns and manage all social media accounts. A diligent and successful social media coordinator will collaborate with our Administrative Pastor and GIFT Tech Crew to align with church messages, promotions, and goals. This servant leadership role fulfills our GIFT Standard of Incarnational Service.

**RESPONSIBILITIES**

* Create engaging written and visual content for social media platforms;
* Develop and implement social media strategies, campaigns, and plans to build brand/church awareness;
* Grow and maintain new and existing social networks;
* Oversee day-to-day management of campaigns and ensure brand consistency;
* Monitor social media progress using web analytic tools;
* Review the success of campaigns and develop ways to improve;
* Maintain an active social presence;
* Reply to social media comments and inquiries;
* Create and edit video clips and graphics to be used on social media throughout week;
* Capture and edit images during Worship and events.

If interested, please contact our Administrative Pastor, Reverend Demitria Brown via email at [adminpastor@thegiftemple.org](mailto:adminpastor@thegiftemple.org) or at 410-240-4062.