



Social Media Coordinator

Position Title: Social Media Coordinator **Reports to:** Director of Communications & Head of Staff

10 -15 hours weekly, must be available for scheduled day and evening meetings

Hourly Pay range is \$18.00- \$20.00 per hour

Position Summary:

The Social Media Coordinator is responsible for shaping and implementing Knox's social media presence with a focus on strategy, consistency, and meaningful engagement. This role balances planning and strategy with content creation, while drawing heavily on content contributions from staff, volunteers, and the congregation. The coordinator will guide storytelling for Knox, balancing Knox brand voice alongside the voices of pastors to best show up for our community. Expertise and passion for social media as a ministry and communications tool will help ensure Knox's digital presence is aligned with overall church goals and mission, while consistently engaging and growing our online community.

Social Media Strategist Key Duties & Responsibilities:

Content Strategy & Planning

- Develop and maintain a social media strategy that reflects our mission, brand identity, and priorities.
- Create and manage a content calendar that provides weekly consistency across all platforms, with content pillars that reflect the key tenets of Knox core values (eg. Kids Grow Here, Lives are Changed by Jesus, etc) and highlight ministry, events, and community impact.
- Balance Knox brand voice with voices of pastors and ministry leaders, providing space for leadership while ensuring cohesion across all Knox accounts.

Content Gathering & Guidance

- Provide clear direction to staff and volunteers on the types of photos, videos, and stories to capture at events and gatherings, ensuring content aligns with overall strategy.
- Curate user-generated content (UGC) from congregants and other partners for quality and consistency.
- Work collaboratively with Knox staff and ministry leaders to ensure diverse and authentic storytelling.

Content Creation & Publishing

- Create select original content including posts, stories, graphics, and short-form video.
- Post and schedule content across platforms (mainly Facebook & Instagram) with consistency.
- Ensure content is accessible, inclusive, and engaging for key audiences.

Community Management & Engagement

- Monitor comments and messages, responding in a timely and thoughtful manner.
- Support Pastors and church leadership to effectively engage with church community online.

Evaluation & Growth

- Track high-level analytics and prepare reports to assess engagement and effectiveness of content.
- Use insights to adjust strategy for improved outcomes.
- Stay current on social media trends and best practices, especially within the faith-based community.

Qualifications:

- Bachelor's degree in journalism, communications, marketing, or a related field beneficial
- Demonstrated experience in social media strategy, content creation and planning, and engagement helpful.
- Excellent written and verbal communication skills with the ability to represent Knox's voice and values authentically and professionally.
- Collaborative mindset with the ability to provide clear guidance to staff and volunteers.
- Organized, creative, and proactive in planning and problem-solving, with the ability to prioritize projects and manage time efficiently.
- Comfortable with Google platform

Benefits & Compensation: This position is an hourly position and timesheets need to be filled out and turned in weekly. Eligible benefits as outlined in our employment handbook include: vacation, personal days and holiday pay, 403B savings option, dental and vision coverage (premiums paid for by employee).

Revised 11/25