



# COLONIAL PRESBYTERIAN CHURCH

## Social Media Administrative Coordinator

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### **JOB DESCRIPTION**

The Social Media Administrative Coordinator will develop and execute engaging digital content (video, photo, copy) across platforms to build Colonial's brand awareness. This position will manage content calendars, analyze performance metrics, foster community interaction, and stay ahead of trends to drive Colonial's social audience growth. Ensures all content posted to social media complies with Colonial Presbyterian Church standards of the respective platforms. Optimize content posting schedule to align with website traffic fluctuations and overall content strategy.

### **WORKING RELATIONSHIPS**

Reports to: Communications Director

Teams with: All Staff personnel, outside vendors, volunteers

### **DUTIES & RESPONSIBILITIES**

- Help create and schedule social media content that informs, encourages, and connects our congregation and broader audience.
- Verify that all content updates retain expected user flow.
- Enforce Colonial's content policy compliance
- Collaborate with internal producers and external content providers.
- Monitor engagement across platforms (Instagram, Facebook, YouTube, etc.) and suggest creative ideas to enhance reach and impact.
- Post sermon clips each Wednesday and prepares the weekly welcome reel.
- Update, trim, and archive Sunday sermon recordings.
- Create and schedule livestreams in Subsplash.
- Maintain the event photo archive and update website images as directed.
- Provide light graphics and video edits in Adobe Creative Suite as needed.
- Provide general communications support as needed, including graphic design assistance, content planning, and administrative tasks.

## SKILLS & REQUIREMENTS

- A heart for ministry and a desire to serve through creative communication.
- A background (or active studies) in communications, media production, marketing, or a related field.
- Working knowledge of Adobe Creative Suite.
- Basic knowledge of social media trends and best practices.
- Ability to work independently and meet deadlines.
- Strong organizational and communication skills, with the ability to collaborate in a team environment and adapt to changing needs.
- 1-2 years of overseeing and managing content for multiple online channels including websites, social media platforms and blogs.
- Know what makes a good social media hook.
- Knowledge and experience in YouTube packaging.
- Basic video editing experience.
- Ability to work a few hours on weekends as needed.
- Proficiency in Google Analytics and social Media analytics tools.

## POSITION DETAILS

Type of Position: Part time hourly – up to 15 hours per week

Location: Central Campus (officed at the SKC Campus)

## AGREEMENT

I've read and understand the duties and responsibilities of this position.

Signature \_\_\_\_\_ Date: \_\_\_\_\_

We endorse the above for this position and affirm our support to help them achieve the ministry they have accepted.

EXECUTIVE PASTOR \_\_\_\_\_ Date: \_\_\_\_\_

COMMUNICATIONS DIRECTOR \_\_\_\_\_ Date: \_\_\_\_\_

SENIOR DIRECTOR OF HR \_\_\_\_\_ Date: \_\_\_\_\_