



SOCIAL MEDIA COORDINATOR

Do you want to use your digital marketing skills to help fulfill the Great Commission?

We are looking for a Social Media Coordinator who is passionate about missions and social media to join our Communications Team.

As a Social Media Coordinator, you will be responsible for developing and implementing our Social Media strategy in order to increase our online presence and improve our outreach to potential pray-ers, senders, and go-ers as well as maintaining a strong relationship with our existing partners around the world.

Job duties and responsibilities

- Develop, implement, and manage our social media strategy
- Define the most important social media Key Performance Indicators
- Work with copywriters and designers to ensure content is informative and appealing
- Collaborate with other departments and missionaries
- Manage and oversee social media content
- Measure the success of every social media campaign
- Keep abreast of the latest social media best practices and technologies
- Use social media marketing tools
- Monitor SEO and user engagement and suggest content optimization
- Communicate with industry professionals and influencers via social media to create a strong network
- Help mobilize additional team members to grow the communications team
- Provide constructive feedback

Job requirements and qualifications

We know that sometimes God prefers to equip the called. Even if you don't fulfill every requirement and qualification, we still want to hear from you if you feel called to this role.



- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, and other social media best practices
- Experience with using business side of these social media platforms to target audiences and run ads.
- Understanding of SEO and web traffic metrics
- Experience with doing audience and buyer persona research
- Good understanding of social media Key Performance Indicators
- Familiarity with web design and publishing is a plus
- Graphic Design skills and a familiarity with the Adobe suite are a plus
- Excellent multitasking skills
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Great interpersonal and communication skills

Location: Louisville, KY – working remotely from another location would be considered.

Compensation: Like most positions within our organization, your salary will be donor-supported. We will work with you to help you learn how to build and maintain a strong support base.