

# JOB DESCRIPTION

POSITION TITLE: DIGITAL (OR ONLINE) MEDIA COORDINATOR

REPORTS TO: DIRECTOR OF COMMUNICATIONS

DEPARTMENT: COMMUNICATIONS (UNDER WORSHIP)

EXEMPTION STATUS:  EXEMPT       NON-EXEMPT (HR DETERMINES)

PAY GRADE:

## SUMMARY OF POSITION

Administrate, maintain and develop the various online media platforms for First Baptist Concord, including – but not limited to – the Concord website, Social Media accounts, church app for mobile devices and the Online Campus. In addition, oversee immediate and long-term implementations of the Concord brand.

The Digital Media Coordinator works closely with the Director of Communications, staff and freelance Graphic Designers and members of the Production team (Production crossovers noted in *italics*) to carry out his or her responsibilities and tasks.

## KEY RESPONSIBILITIES

### **FBC WEBSITE:**

- Maintain up-to-date, accurate information, targeted to first-time visitors, while also serving as a resource for church members
- Continually evaluate and assess online media presence
- Redevelop aspects of the website as needed

### **SOCIAL MEDIA:**

- Develop and implement overall strategies and techniques for each social network account
- Schedule and post weekly updates in line with those strategies

### **CHURCH APP:**

- Maintain up-to-date, accurate information, targeted to church members, while also serving as a resource for first-time visitors
- Redevelop aspects of the app as needed

### **ANALYTICS:**

- Compile analytics and statistics from various online platforms
- Present key statistics to ministry leaders and use in continued development of online media strategies

### **BRAND MANAGEMENT:**

- Execute immediate and long-term implementations of the Concord brand
- Coordinate between online and print media to create effective marketing and advertising for ministries and the church as a whole

## **WEEKLY TASKS**

- Administrate and update information on the Concord website, in coordination with other ministry leaders
- Create, edit and resize graphics for use on Concord website, social media, app and other online platforms
- Coordinate with *Campus Productions Manager* to maintain Sermons Archive across online media platforms
- Schedule posts to social media accounts, including Facebook, Twitter and Instagram
- Coordinate with *Video Producer* to maintain and upload media to online video accounts, including YouTube and Vimeo
- Update information on the Concord church app
- Assist in posting churchwide communication on The City
- Compile and create various analytics reports
- Other responsibilities and tasks as required by the Communications and Production teams

## **EDUCATION AND EXPERIENCE REQUIREMENTS**

- College or technical school degree in Computer Science, Marketing or a Communications related field required
- 2-3 years experience in industry preferred

## **KNOWLEDGE OR SKILL REQUIREMENTS**

- Proficient with industry programs: Adobe Creative Suite including Photoshop, Illustrator, and inDesign; Dreamweaver; various Content Management Systems; Office; operating on an Apple Computer
- Knowledge of at least basic HTML and CSS; additional languages a plus
- Ability to work effectively with diverse members and groups of the staff, church body, community and external providers
- Ability to perform consistently under the pressure of deadlines and other demands

**WORKING CONDITIONS**

Typically a 5-day workweek, with some irregular hours, primarily in an office environment.

**DISCLAIMER**

This position description is not intended, and should not be construed, to be an exhaustive list of all responsibilities, skills, efforts or working conditions associated with the job. It is intended to be an accurate reflection of those principal job elements essential to the job.

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Approved By

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Date

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Employee Signature

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Date