

SOCIAL MEDIA COORDINATOR

Reports to: Staff Ministry Director

Department: Communications

Status: Part-time, 20-25 hours a week

Role Summary:

Thanksgiving Church is seeking a dynamic and creative individual to join our ministry staff as a part-time Social Media Coordinator. The ideal candidate will be passionate about utilizing social media platforms to engage both our church community and the local community we serve. This role requires a high level of organization, attention to detail, and the ability to effectively communicate our church's mission, values, and events through various social media channels.

One of the unique aspects about serving at Thanksgiving is that we are truly a family with other staff. We are passionate about helping each other live into our God-given potential. We are looking for someone that can bring creativity, a fun personality, and inspiration to our Communication Team. We also desire someone who has a hunger to grow in their maturity as a follower of Christ, their leadership, and their artistic talents. All of the above combined with a passion for Jesus will allow this person to thrive in this role at Thanksgiving.



Role Responsibilities:

- Attend all communications meetings to stay informed about church activities and events.
- Monitor local, national, and global social media outlets for relevant content and trends.
- Manage Facebook and Instagram comment sections and Messenger inboxes, forwarding questions to appropriate staff members and addressing any unusual behavior or interactions.
- Participate in all planning discussions for all communications channels to ensure social media use is cohesive with all other communication methods at Thanksgiving.

Facebook Management:

- Create engaging posts for the main public page and the private group page, tailored to each audience's interests and needs.
- Develop a content schedule for the main page focusing on community highlights, inspirational messages, and event promotions.
- Utilize Canva to design visually appealing posts and maintain brand consistency.
- Schedule posts in advance using Meta tools for the main page and within the group for the group page.
- Create and manage public Facebook events, ensuring accurate information and engaging descriptions.
- Run targeted ads on selected posts and events, optimizing demographic data and budget allocation for maximum impact.

Instagram Management:

- Oversee the church's Instagram account, focusing on visually compelling content.
- Post regularly, including Reels, graphics for Easter & Christmas seasons, and other relevant content.
- Collaborate with the team to produce high-quality visuals that resonate with the Instagram audience.

Reels Creation:

- Develop Reels content to showcase highlights from sermons and church events.
- Utilize Canva and BoxCast to edit and customize Reels, ensuring they are engaging and within platform guidelines.
- Incorporate appropriate music and captions to enhance viewer experience.
- Continuously monitor performance metrics and adjust content strategy as needed to maximize reach and engagement.

Key Relationships:

- Collaborate with all ministry teams.
- Lead, equip, and invest in volunteer leaders and team members as needed.
- Connect regularly with a mentor outside of Thanksgiving to give support and coaching. (To be determined)



Personal Responsibilities:

- Exhibit a growth mindset continuously seeking ways to lead people into a growing relationship with Jesus with our “Four Staff Cultures” to help others discover their God-given destiny. (Cultures of Invitation, Equipping, Growth, and Commitment)
- Live in such a way that your witness, and example, help point others to Jesus. We see this through our Five Choices (serve, community, generosity, growth, ONE).
- Pursue a life of on-going spiritual transformation through a growing relationship with Jesus.

Competencies and Experience:

- Bachelor’s degree in marketing, communications, or a related field preferred.
- Strong understanding of social media platforms, trends, and best practices.
- Proficiency in graphic design tools such as Canva.
- Excellent written and verbal communication skills.
- Ability to work independently and collaboratively in a fast-paced environment.
- Prior experience in social media management or digital marketing is a plus.

Application Process:

To apply for the Social Media Coordinator position, please submit your resume and a cover letter detailing your relevant experience and why you are passionate about serving in this role at Thanksgiving Church.

Thank you for considering joining our team and sharing the message of hope and community through social media!

Feel free to reach out at thanksgiving.church/join-our-team to learn more or send a cover letter and resume to jobs@thanksgiving.church