

Job Description

Title: Social Media Coordinator

Team: Communications

Supervisor: Digital Media Director

Approval Date: February 2019

Qualifications for employment at Chase Oaks Church requires, being a Christ-follower—whose work history and lifestyle shows a consistency to adhering to the scriptural principles of the Bible—and agreeing with the Purpose, Strategy, and DNA statements of Chase Oaks.

Chase Oaks Church DNA

- **We Keep It Simple.** We seek to do a few things well.
- **We're All In The Same Boat.** We are all on a journey of transformation.
- **We Boycott Boycotts.** We are known for what we are for, not what we are against.
- **We Glow In The Dark.** We move into hopelessness, need and injustice with the redeeming power of Jesus Christ.
- **This Is Not Our Party.** This is the Father's party, and we are His servants, privileged to prepare the party and invite the guests.
- **We Don't Go It Alone.** We do life together in groups, ministry in teams, and serve our community.
- **We Pass The Baton.** We invest in the next generation and give influence to emerging leaders.
- **We Are A Salad, Not A Soup.** We are intentionally diverse, believing that the mix of generations, ethnicities, and cultures helps create the rich and surprising unity Jesus Prayed for in John 17.
- **We Don't Sweat The Small Stuff.** We strive to focus on our common mission and core biblical beliefs.
- **We Count The Change.** As the agents of God's redemption on this broken planet, our effectiveness is measured by both personal and community transformation.

Leadership Skills

Drive

The restless pursuit of excellence.

Judgment

Wisdom in action.

Influence

Inspiring achievement in others.

Chase Oaks Church Staff Values

Leadership: We serve and develop people and provide clear direction. We serve people with prompt follow up, care for people, develop people, and empower people.

Teams: We work in teams, protect team health, and invest in team development. We all have specific roles on a team. We are thorough in our team member hiring process, making sure that we hire people who resonate with our DNA and culture. We create team plans, protect team unity, and help each other become more effective team members. We also recognize that Chase Oaks is part of a broader team, so we partner with local churches and organizations who are committed to meeting both local and global needs.

Rhythms: We work hard, play hard, and rest well. We plan our work and work our plans (team plans and personal plans). We are intentional about having fun (staff events and team events), and we make sure we stay replenished (weekly day off, DAWG days, vacations and sabbaticals).

Learning: We are constantly learning from the past, from other organizations, and from the best practitioners. Passport, LEAD, best practice visits, monthly development conversations with team leaders, seeking feedback often, networking, partnering, reading, conferences, etc.

JOB SUMMARY: The Social Media Coordinator is a pivotal role that provides the central framework and online execution of all public-facing social communications. The coordinator works with both internal creative production teams and campus-level social media teams to expand the reach of the Chase Oaks brand while driving deeper online and offline connection, as part of the overall digital strategy.

ESSENTIAL JOB RESPONSIBILITIES:

- Content production and scheduling of posts on the following social media platforms: Facebook, Instagram, Twitter, YouTube, LinkedIn, as well as occasional Email and SMS in-App messaging.
 - Coordination of digital asset production (written copy, creative design, video, photos, animated graphics, etc.) with internal production teams for synchronized digital communications.
 - Development of campus-level social teams, helping anchor each campus with local communities.
 - Intentional online engagement in social platforms to expand reach and drive deeper connection.
 - Active presence for weekend worship and campus events to capture/share media in real time.
 - Assist Chase Oaks staff and church body in the amplification of social media/communications.
 - Ongoing assessment of social platform insights and performance related analytics tracking.
 - Periodic ad hoc creative production with Adobe Creative Suite products or online equivalent.
 - Occasional involvement with website's content management system and central CRM.
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JOB PROFILE:

SPECIFIC SKILLS / STRENGTHS

- Highly organized, tech savvy multi-tasker with a flexible work schedule, attention to detail, and a deadline-oriented focus for excellence.
- An energetic and fun individual who is a motivated self-starter that is passionate about capturing and sharing social stories that impact others and make a difference.
- A perfect match with Chase Oaks DNA, with mind for marketing and a heart for ministry.
- Innovative problem solver that embraces professional development and can identify emerging social media trends and growth tactics that have real world impact.

EXPERIENCE DESIRED

- 2+ years' direct experience with social media management for large corporation or multi-location organization (B2C or B2B).
- 2+ years' experience corporate communications or reputation management role for a large corporation or public organization.
- 2+ years' experience with a digital marketing agency involved with creative asset production and/or direct client project management.

EDUCATION DESIRED

- Social Media and/or Digital Marketing certifications; i.e. Hubspot, Hootsuite, Google, etc.
- College degree preferred but not required.

SUPERVISORY RESPONSIBILITIES

- There are no supervisory responsibilities with this role.

LANGUAGE SKILLS

- Ability to speak effectively and understandably on the phone. The ability to effectively present information and respond to common inquiries regarding Chase Oaks ministries is also required. High attention to customer service.

COMPUTER SKILLS

- Strong platform experience with Facebook, Instagram, Twitter, Youtube, LinkedIn, etc.
- Direct experience with social scheduling tools; i.e. Buffer, Hootsuite, Sprout Social, etc.
- Strong working knowledge of Microsoft Office, Outlook calendaring, and email.
- Intermediate knowledge of Word, Excel, and PowerPoint presentations.
- Basic understanding of the Digital Marketing process, analytics, tracking, and reporting
- Familiarity with content management systems (CMS) and CRM databases.

PHYSICAL DEMANDS

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Lifting 5-10 pounds is an occasional but essential requirement. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is regularly required to sit, talk, or hear. The employee frequently is required to use hands to finger, handle, or feel and reach with hands and arms. The employee may be asked to bend and kneel.
- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.