



# MISSION

## WACO | WORLD

### Job Description

**MWMW Position Title** (type in CAPS): SOCIAL MEDIA COORDINATOR

**Staff Group:**

- Executive Staff
- Program Director
- Retail Manager

- Program Coordinator
- Program Staff
- Retail Staff

- Operations/General Staff
- Administrative Staff
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**Immediate Supervisor:** Executive Director

**Tasks also assigned by:** N/A

**Immediate Subordinates:** Work Study/Interns/Volunteers

**Status:**  Exempt  Non-exempt

**Position Originally Created:** 1/14/2020

**Date Last Revised:** 4/5/2022

**Hours Per week:** 15-20

**General Summary:** The Social Media Coordinator will work to produce strategic, relevant and engaging social media posts that tells the story of various programs across the organization.

### Critical Functions and Responsibilities

1. Develop a team of volunteers to produce social media content.
2. Work with Program Directors to create stories, promote events, and engage followers online.
3. Work to create a database of picture and video content that can be used across all of the organization's print and electronic media platforms. Including "Honorees of the Year" video for Annual Banquet (Feb/March).
4. Assure social media posts are consistent with the organization's "Social Media Policies and Procedures."
5. Create a training process for the team of volunteers regarding best practices.

### Additional Functions and Responsibilities

1. Attend all-staff monthly meetings (if possible).

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*The functions and responsibilities contained in this Position Description are not all inclusive. Other duties and requirements may be assigned at any time.*

<b>Requirements/Preferences</b>	
<b>Minimum skills and knowledge required:</b> 1. Highly collaborative style. 2. Ability to appropriately communicate the organization's programs and services.	<b>Skills and knowledge preferred:</b> N/A
<b>Minimum previous experience required:</b> 1. 1 year producing social media content for an organization.	<b>Previous experience preferred:</b> N/A
<b>Minimum education required:</b> N/A	<b>Education preferred:</b> N/A
<b>Minimum communication skills required:</b> 1. Must have excellent interpersonal skills – able to communicate appropriately and compassionately. 2. Represent the organization's values with online followers.	<b>Communication skills preferred:</b> N/A
<b>Behavioral, emotional, mental requirements:</b> 1. Must be a wise and mature Christ-follower. 2. Sincere commitment to work collaboratively with Program Directors, staff, volunteers, and program participants. 3. Self-starter, able to work independently; enjoys creating and implementing initiatives.	
<b>Other requirements:</b> Able to keep flexible hours. Some light lifting (25lbs). Ability to serve in a fast-paced, high-pressure environment.	

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