



MISSION

WACO | WORLD

Job Description	
MWMW Position Title (type in CAPS): SOCIAL MEDIA COORDINATOR	
Staff Group:	<input type="checkbox"/> Executive Staff <input type="checkbox"/> Program Director <input type="checkbox"/> Retail Manager
	<input checked="" type="checkbox"/> Program Coordinator <input type="checkbox"/> Program Staff <input type="checkbox"/> Retail Staff
	<input type="checkbox"/> Operations/General Staff <input type="checkbox"/> Administrative Staff <input type="checkbox"/> _____
Immediate Supervisor: Executive Director	
Tasks also assigned by: Executive Staff & Program Directors	
Immediate Subordinates: Work Study/Interns/Volunteers	
Status: <input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Non-exempt	Position Originally Created: 1/14/2020
	Date Last Revised: 11/3/2023
Hours Per week: 10-15	
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. Work with Program Directors to create stories, promote events, and engage followers online.	
2. Increase social media followers and engagement.	
3. Continue to build a database of picture and video content that can be used across all the organization's print and electronic media platforms. Update the Content Links page frequently.	
4. Assure social media posts are consistent with the organization's "Social Media Policies and Procedures."	
5. Develop a team of volunteers to produce social media content. Create a training process for the team of volunteers regarding best practices.	
6. Direct and complete "Honorees of the Year" video for Annual Banquet (Feb/March).	
7. Take staff profile pictures upon request and upload into "Staff Headshots" on the Google drive.	
8. Provide relevant and engaging content for Mission Waco followers of all ages to interact with online.	
Additional Functions and Responsibilities	
1. Attend all-staff monthly meetings (if possible).	

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

Requirements/Preferences	
Minimum skills and knowledge required: 1. Highly collaborative style. 2. Ability to appropriately communicate the organization's programs and services. 3. Know how to use a camera and edit content.	Skills and knowledge preferred: N/A
Minimum previous experience required: 1. 1 year producing social media content for an organization.	Previous experience preferred: N/A
Minimum education required: N/A	Education preferred: N/A
Minimum communication skills required: 1. Must have excellent interpersonal skills – able to communicate appropriately and compassionately. 2. Represent the organization's values with online followers.	Communication skills preferred: N/A
Behavioral, emotional, mental requirements: 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.	
Other requirements: Able to keep flexible hours. Some light lifting (25lbs). Ability to serve in a fast-paced, high-pressure environment.	

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