



DATE: June 2021

POSITION: NYC Social Media Coordinator

REPORTS TO: Manager, NYC Programs

FLSA STATUS: Non Exempt

WORK HOURS: Part-Time

DESCRIPTION:

The NYC Social Media Coordinator will work to increase awareness and engage NYC target audiences in Redeemer City to City's (CTC) mission to prayerfully help leaders start and strengthen churches to advance the gospel. We are looking for a talented Social media coordinator to create and maintain a strong online presence for the City to City NYC team. The role is to implement online marketing strategies through social media accounts. They will be in charge of engagement, own production, scheduling, and analytics of all social, email, and blog content. The Social Media Coordinator will develop original content and suggest creative ways to attract and engage pastors, church planters and ministry leaders in NYC.

Purpose

To serve CTC pastors, church planters, ministry leaders, in order to grow our NYC community, increase their level of engagement, and gather feedback that informs our programs and objectives. This person will work with the NYC Programs Manager to develop, execute, and evaluate the annual social media and marketing plan.

RESPONSIBILITIES:

Listening & Immersion

- Analyze social media landscape: Research audience preferences and discover current trends
- Engage NYC staff blog contributors to capture key themes and topics relevant for blog content development
- Use social media channels to survey NYC audience on what are the most pertinent and relevant topics and resources that could be developed and amplified via the NYC social media channels and blog.

Execution:

Social Media/ Blog

- Create engaging copy, image and video content

- Design posts to sustain readers' curiosity and create buzz around existing and new program offerings/events
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Oversee social media accounts' layout
- Interact with users and respond to social media messages, inquiries, and comments.
- Suggest new ways to attract prospective customers, like promotions and competitions
- Set up and Manage ad promotions in the form of boosted posts and general ads

Measure and Evaluate

- Measure the effectiveness of our strategies and current KPIs
- Measure web traffic and monitor SEO
- Review analytics and create reports on key metrics.
- Assist in the development and management of social media marketing strategy.
- Report on online feedback from key NYC audiences
- Design, test and implement engagement campaigns on Active Campaign, social, and new platforms.

Blog:

- Content development and execution (curation, copywriting, editing, design, content calendar)
- Equip and empower CTC NYC staff, pastors/planters and networks to tell the story of helping leaders start and strengthen churches in NYC

EDUCATION:

- Bachelor's Degree preferred in marketing, digital marketing, new media or relevant field

SKILLS AND EXPERIENCE:

- Strong alignment with CTC's mission, vision, values, tone, and brand
- Deep understanding of the culture of urban professionals and ministers
- Proven work experience as a Social Media Coordinator
- Expertise in multiple social media platforms
- In-depth knowledge of SEO, keyword research and Google Analytics
- Ability to deliver creative content (text, image and video)
- Direct experience using social media management tools
- Familiarity with online marketing strategies and marketing channels
- Ability to gasp future trends in digital technologies and act proactively
- Impeccable time management skills with the ability to multitask
- Innovative, service-oriented, and a passion for clarity
- Keen writing and editing skills for web, social, and print
- Team player able to work on multiple projects with multiple people in a fast-paced environment
- Solid understanding of the web, social, and tech
- Analytical skills
- Efficient project manager
- Urban Sensibilities
- Proven learning and cultural agility
- Video, photography and graphic design experience a plus

Redeemer City to City is a global organization that serves a diverse community, men, women and members of all ethnic groups are encouraged to apply.

To apply, please send a cover letter and resume to Jeanne Stewart, Director of HR, at hr,jeanne@redeemercitytocity.com.