



*An opportunity to experience grace, grow in faith, and make an impact – for where you are.*

**TITLE OF THE POSITION:** Digital Media Coordinator  
**REPORTS TO:** Director of Communications  
**ROLE TYPE:** Part-time  
**HOURLY EXPECTATION:** 20 hours per week

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### **General Description**

The Digital Media Coordinator is a part-time position and will provide support to the Director of Communications to develop and execute the church's digital media and content strategies, as key elements of promoting and communicating Chapelstreet Church's vision and mission.

### **Key Responsibilities**

- Develop & execute the church's overall social media strategies on platforms like Facebook, Instagram, Google, and YouTube, with a goal to advance the mission and vision of the church by extending its reach and transformational impact
- Monitor latest trends in social media to improve the church's media performance and make recommendations on leveraging new features.
- Monitor and provide direction and leadership to all social media accounts at Chapelstreet Church to use effective strategy in their social media presence.
- Manage Facebook Ad campaigns and Google Ad words
- Equip & train departments and campus leaders on social media etiquette and best practices. Cast vision for how departments and campus can leverage social media for greater impact.
- Manage mass emails, including our weekly all-church e-newsletter and oversee ministry-specific emails.
- Equip & train departments and campus leaders to utilize best email practices
- Oversee and maintain the church's website including aesthetic and structural design and page and event creation.
- Train and assist departments on best practices for website editing and content creation.
- Maintain and oversee content on Chapelstreet Church app, training others where appropriate.
- Other duties as assigned

## Abilities & Attributes

- Abiding personal relationship with Jesus Christ
- Embracing the Chapelstreet Church statement of faith and ministry vision, mission and values, and living them each day
- Excellent organizational skills with the ability to handle and prioritize multiple ongoing projects, campaigns, & initiatives
- Education and/or experience in social media managing and content creation is a plus
- Familiarity with social media marketing and Facebook Ads manager
- Ability to enhance positive team environment built on creativity, innovation, collaboration, and continuous improvement
- Experience with design applications such as Premiere, Rush, After Effects, Photoshop, or Lightroom is a plus\*
- Experience with Mailchimp and/or WordPress
- Ability to enhance positive team environment built on creativity, collaboration, and continuous improvement
- Ability to assess ministry and audience needs and develop creative and practical approaches to meeting them
- Experience with a large church preferred
- Strong writing and editing skills and attention to detail, with an eye for innovative and creative design
- Able to form strong relationships with multiple groups of stakeholders
- Dedicated to becoming an active member of Chapelstreet Church

*As Chapelstreet Staff, we believe in the values of:*

**COMMUNICATION \* INNOVATION \* ONE TEAM \* WELLBEING \* MULTIPLICATION**