



Social Media Coordinator

Revised 8/21

Hours: Part-time — Level 12 position

Line of Authority: Responsible to GEMS Advancement/Marketing Director (AMD)

Work Schedule: 20-24 hours per week (hourly)

Position Summary: The Social Media Coordinator is responsible for planning, implementing, and monitoring all GEMS Social Media efforts in order to increase GEMS online presence, maintain the GEMS brand, and improve marketing and sales efforts.

SPECIFIC DUTIES

Strategy

- With AMD, develop and implement a results-driven social media strategy to align with the GEMS Strategic Plan.
- With AMD, set and track Key Performance Indicators (KPI) for social media campaigns.
- Plan weekly and monthly editorial calendars to achieve KPI goals, increasing web traffic and customer engagement.
- Create and monitor paid campaigns, as needed.

Communication

- Design posts to increase engagement, impact GEMS audience, and create buzz around new products and events.
- Write all copy for social media content.
- Work with GEMS design team to create engaging social media images.
- Collaborate with other teammates on social media campaigns related to events, promotions, and news to be shared.
- Suggest and implement new features to develop brand awareness such as promotions, competitions, and giveaways.
- Train co-workers to use social media in a cohesive and beneficial way.
- Attend GEMS events and produce live social media content.

Platform Management

- Develop an optimal posting schedule, considering web traffic and customer engagement metrics.
- Monitor all social media content, engagement, and interaction.
- Facilitate online conversations and respond to queries in a timely manner.
- Measure web traffic and SEO.

General

- Stay up-to-date with current technologies and trends in social media, design tools, and applications.
- Attends professional development opportunities, as requested.
- Assists with various other duties as assigned.

SKILLS AND ATTITUDES NECESSARY

- Fully devoted follower of Jesus Christ and possesses a passion to see His Kingdom grow.
- Bachelor's degree in marketing, new media, or related field.
- 1-3 years experience with social media marketing or content development.
- Highly efficient, detail-oriented, and able to multitask very well.
- Familiarity with online marketing strategies and marketing channels.
- Strong copywriting and copy editing skills.
- Advanced knowledge and expertise in multiple social media platforms, including Facebook, Instagram, YouTube, Twitter, TikTok, and more.
- In-depth knowledge of SEO, keyword research, and Google analytics
- Direct experience using social media management tools (Hootsuite, Sprinklr).
- Displays a servant's attitude toward helping others and values teamwork.
- This job may require some nights and weekends with notice.