

Title: Social Media Coordinator

Part Time / Reports to Experience Director

Position Job Summary:

Serving as the primary digital voice of New Walk Church, this role drives content strategy across NWC channels with high-impact creativity and aggressive excellence. You will spearhead online engagement for core campus platforms while offering strategic support to YA, YTH, and Kids ministries. Key responsibilities include maintaining a punchy communication rhythm, executing newsletters, overseeing app management, tracking metrics, and leading a high-capacity volunteer team to capture and deliver content. Operating as a fast-paced, high-initiative creator, you will leverage modern tools like Canva and AI, efficiently batching creative assets during central gathering environments (weekend services, Wednesdays, and Fridays) to champion the NWC mission.

What You Will Do (Specific Job Responsibilities):

Digital Strategy & Creative Execution

- **Platform Management:** Oversee and execute content posting, scheduling, and strategic promotional pushes across our social media platforms.
- **Content Capture & Curation:** Personally capture dynamic content during weekend services, Wednesday evenings (YTH), and Friday evenings (YA). Utilize a strategic "batching" approach to maximize efficiency without needing to be at every mid-week event. Collect, filter, and utilize media submitted by other staff and volunteers.
- **Design & AI Utilization:** Design high-quality, on-brand content utilizing Canva and/or Adobe. Responsibly leverage Artificial Intelligence (AI) tools to efficiently create, edit, and enhance content creation.
- **Analytics & Reporting:** Monitor platform performance, tracking engagement and growth metrics, and maintain an updated reporting spreadsheet for church leadership.

Digital Communications & App Management

- **Weekly Newsletters:** Write, assemble, and deploy fresh, engaging weekly newsletters via Mailchimp to keep the congregation informed and connected.
- **App & Link Curation:** Keep all primary digital touchpoints current by consistently updating the NWC Linktree, YouVersion App, and PushPay app with the latest event links, sermon notes, and giving initiatives.
- **Fresh & Intentional Messaging:** Ensure all digital copy is accurate, clear, and culturally aligned with New Walk Church's DNA.

Volunteer Leadership & Team Building

- **Centralized Team Creation:** Recruit, train, and lead a Team of content capture volunteers (social media contributors).

- **Ministry Support:** Deploy your volunteer team to capture and support the specific media needs of Young Adults, YTH, and Kids ministries, taking the burden of recruiting social media help off of those specific ministry leaders.

Problem Solving & Vision

- Act as a solution-oriented leader who uses discernment and empathy to identify needs and resolve issues in real time.
- Uphold and defend the church's leadership culture, ensuring every decision aligns with the vision of an exceptional guest experience.
- Serve as a steadfast, encouraging communicator who builds team confidence and helps the community feel connected to New Walk.

What Skills You Will Need (Qualifications):

- **Platform Expertise:** Deep, proven mastery of algorithmic trends and channel tactics spanning various social media platforms; far exceeding introductory-level experience.
- **Technical & Design Skills:** High competency using Canva alongside cutting-edge AI software to produce visuals, coupled with foundational skill in photo and short-form video creation.
- **Digital Toolset Mastery:** Demonstrated skill operating systems like Mailchimp, PushPay, YouVersion, and Linktree, or an capability to rapidly master new technologies.
- **Schedule Flexibility:** Ready and enthusiastic to serve during Weekend gatherings, alongside strategic midweek availability on Wednesday and Friday nights for content batching.
- **Poise Under Pressure:** Capacity to remain steady, confident, and highly efficient in a fast-paced environment while maintaining an adaptable learning mindset.
- **Brand Alignment:** A sharp creative instinct that seamlessly reflects the genuine, raw NWC aesthetic and culture.
- **Relational Leadership:** A passion for cultivating strong connections across staff teams and pouring into volunteer creators to foster success.

General Responsibilities:

- **Spiritual Stewardship:** Model the principles and disciplines of a Christian life. Any conduct unbecoming of a Christian is cause for immediate termination.
- **Vision Defense:** Aggressively defend the vision of New Walk Church and its leadership, including the Lead Pastor, at all times.
- **Biblical Commitment (Tithing):** Tithe a full 10% of your income to New Walk Church. All staff are held accountable for their tithing and the fulfillment of other financial pledges.
- **Leader Multiplication:** Actively look for opportunities to develop and raise up new leaders within your sphere of influence.
- **Collaborative Rapport:** Establish and maintain a healthy working rapport with all Pastors and Directors to ensure church-wide unity.
- **Presence & Punctuality:** Be present and prompt for all assigned meetings and church-wide servant evangelism events.

- **Small Group Engagement:** As a part-time staff member, you are expected to be an active participant in a New Walk Small Group for at least 2 out of 3 semesters annually.
- **Departmental Ownership:** Lead your assigned tasks with excellence and remain ready to serve other teams as needed during Big Day events.
- **Ambassador of the House:** Recognize and respond to every person—whether an attender or a guest—as a servant of the church and an ambassador of Jesus Christ.
- **Adaptive Service:** Perform other appropriate duties as required by the Lead Pastor and Executive Pastor to move the mission forward.