

# UUCA Social Media Coordinator

## Description

Working in collaboration with the Administrator, the UUCA Social Media Coordinator will handle social media and web-based communication, edit and release church media content through various relevant social media outlets and ensure content is consistent with the church's mission and outreach goals as well as provide guidance and supervision to volunteers designated to post directly to social media outlets on UUCA's behalf.

## Compensation

Position pays \$15 hr with a maximum of 15 hours a month. Monthly time sheets are submitted.

## Manage UUCA Social Media

- Develop, implement and manage social media strategy in coordination with the Administrator. Manage and oversee social media content
- Communicate with other organizations and influencers via social media to create a strong network.
- Create engaging text, image and video content.
- Measure web traffic and monitor SEO.
- Facilitate online conversations and respond to queries Monitor and report on online reviews and feedback.
- Keep up to date with the latest social media best practices and technologies.
- Develop an optimal posting schedule, considering web traffic and engagement metrics.
- Supervise all who have access to post directly to our social media outlets.
- Editing/releasing church content.
- Available to edit audio and occasional video of church sermons/key events Post/release church content to appropriate platforms (should that be needed)
- Coordinate content and postings with Administrator

## Qualifications

- Working knowledge of Unitarian Universalist Values and the mission of the UU Church of Akron.
- Familiarity with the congregation's programs and practices.
- Excellent knowledge of Facebook, X, LinkedIn, Pinterest, Instagram, Google+ and other social media platforms and best practices.
- Proven work experience coordinating social media Understanding of SEO and web traffic metrics.
- Experience doing audience and buyer persona research.
- Ability to deliver creative content (text, image and video).
- Familiarity with online marketing strategies and marketing channels.
- Ability to grasp future trends in digital technologies and act proactively.
- Excellent writing, critical thinking, problem-solving, and time management skills.
- Ability to work independently and manage time effectively.
- An understanding of inclusive terminology and communication.

The Unitarian Universalist Church of Akron is committed to creating a diverse, talented and inclusive community and does not discriminate. People with differing abilities, people of color, indigenous people, Hispanic/Latinx, and LGBTQ+ candidates are encouraged to apply.