

**Title:** Social Media Coordinator  
**Department:** Communications  
**Reports to:** Director of Communications  
**Oversees:** n/a

Words of Hope exists to proclaim Jesus Christ as the world's only Savior. We encourage, empower, and equip indigenous Christian leaders and churches as they proclaim Christ using media in the heart languages of people. We minister in 11 fields and in over 50 languages, primarily in the 10-40 window from West Africa, across the Middle East, to South Asia and Indonesia.

The **Social Media Coordinator** propels this mission by supporting our communication efforts through social media.

### **QUALIFICATIONS**

- Deep personal faith characterized by Christian practices and public witness
- Passion for reaching the unreached peoples of the world with the gospel
- Worldview that is reformed in theological rootedness and evangelical in witness
- Strong interpersonal, attention to detail, written communication, graphic design, and customer service skills
- Minimum 1 year experience using social media to communicate a brand preferred
- Bachelor's degree in communication, marketing, advertising, or public relations preferred
- Certification in GoogleAnalytics and Google AdWords preferred

### **RESPONSIBILITIES**

- Facilitate scaling our brand awareness through various social media channels (e.g. Facebook, Instagram, and YouTube)
- Create actionable plans to both grow and maintain followers through our social media platforms
- Ensure brand consistency in graphics and copy through tone, voice and terminology
- Supervise all aspects of social media interaction between followers and WoH, and ensure a positive customer service experience
- Ensure progress on all platforms by using analytical tools
- Post frequency target is 3 per day related to devotional and 1 per day related to international ministry

### **RELATIONSHIPS**

- The Social Media Coordinator reports to the Director of Communications

### **WORK REQUIREMENTS**

This is a part-time hourly position flexibly scheduled for 10-15 hours per week. Work can be completed in the office or remotely. The position will include standing, walking, sitting, carrying up to twenty pounds, a driver's license and the use of a personal car for local errands.

**Term of employment:** At-will employee paid hourly

### **Disclaimer**

This job description is only a summary of the typical functions of the job, not an exhaustive or comprehensive list of all possible job responsibilities, tasks, and duties. The responsibilities, tasks, and duties of this position might differ from those outlined here. Other duties, as assigned, might be part of this job.

**To apply send cover letter, resume, transcripts, and 3 professional references to Daniel Harris at [daniel.harris@woh.org](mailto:daniel.harris@woh.org)**