

Online Engagement Coordinator

Part-Time



This position contributes to the mission of Oak Hills Church (OHC) to be disciples who make disciples by guiding all people to follow Jesus moment by moment. The staff member is responsible for representing the mission of Oak Hills Church online through content and conversations within social media channels.

DEPARTMENT Communication Ministry	PRIMARY DUTIES AND RESPONSIBILITIES <ol style="list-style-type: none">1. Facilitates online engagement through social media channels during weekend services and provides answers to questions submitted online.2. Maintains and implements editorial calendar for all distribution channels as provided in Asana (Facebook, Instagram, etc.) ensuring all posts are aligned with Asana timelines and the Social Media Calendar.3. Shares daily content on social channels that builds meaningful connections with community members.4. Coordinates with the Promotion Coordinator and Creative Director to ensure brand consistency.5. Engages directly and manages communication with followers across all social channels. Responds with grace and diplomacy to sensitive public comments.6. Ensures brand consistency in copy through tone, voice, terminology, and accuracy.7. Stays up to date with social media technical and formatting trends and coordinates implementation with Communication Minister.8. Collaborates with management and creates social media script as needed.9. Oversees Social Media volunteer team. Recruits, vets and onboards volunteers. Ensures completion of volunteer application process. Coordinates volunteer schedule and coverage of weekend services. Trains and ensures volunteers are equipped for service.10. Assists Communication Minister and Creative Director with implementation of media plan to support platform growth and engagement efforts. Coordinates plan requirements and prerequisites with contracted vendors.11. Captures, analyzes, and responds to appropriate social data, insights, and best practices.12. Ensures the most effective security measures are maintained to limit potential for hacking.13. Gathers and reports key metrics and defined key performance indicators for success.14. Provides monthly key performance indicator reports to management across all platforms.15. Other duties as assigned.
REPORTS TO Communication Minister	
DIRECT REPORTS None	
WORK WEEK Thursday, Friday, Saturday, Sunday, and Monday. Alternate Weekends.	
HOURS PER WEEK 25	
FLSA Non-Exempt	
JOB CLASS Professional	
MINISTER DESIGNATION No	
DRIVING REQUIRED No	

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OHC STAFF EXPECTATIONS

1. Active relationship with Jesus Christ sustained through the practice of personal spiritual disciplines.
2. Embodies Christlikeness and leads with humility, character, and love.
3. Demonstrates commitment to unity and willingness to work in a collaborative team environment.
4. Personally engaged with OHC's mission, vision and strategy.
5. Supportive of OHC's beliefs, values and practices.
6. Consistently models the Staff Behavioral Values.
7. Attends Life with Oak Hills and becomes a member within six (6) months of employment.

MINIMUM QUALIFICATIONS

1. Bachelor's degree from an accredited college or university in communication or marketing.
2. Two (2) years experience working in the digital marketing and/or social media fluent.
3. Availability to work weekends, and special holidays.
4. Experience can substitute for education.

KNOWLEDGE AND ABILITIES

1. Knowledge of social media marketing best practices.
2. Knowledge of online etiquette.
3. Knowledge of English grammar and vocabulary.
4. Ability to work within brand guidelines.
5. Ability to use online social media tools for scheduling (Hootsuite).
6. Ability to be empathetic and gracious in all interactions.
7. Ability to use independent judgement and discretion in online interactions.
8. Ability to demonstrate proficiency with Asana.
9. Ability to use computers and a variety of software applications.
10. Ability to work independently with limited supervision.
11. Ability to communicate clearly and effectively through both verbal and written means.
12. Ability to establish and maintain effective working relationships with staff, members, and ministry volunteers.
13. Ability to perform all the physical, intellectual, and analytical requirements of the position including decision making.

PHYSICAL REQUIREMENT AND WORKING CONDITIONS

Occasional lifting/carrying up to 10 pounds; visual acuity, speech and hearing; hand and eye coordination and manual dexterity necessary to operate a computer keyboard and basic office equipment. Subject to sitting, standing, reaching, walking, twisting and kneeling to perform the essential functions. Working conditions are primarily inside an office environment.

CREATED: February 2021