

**ARCHDIOCESE OF CINCINNATI
POSITION DESCRIPTION**

POSITION TITLE: Social Media Coordinator

EFFECTIVE DATE: 4/2021

DEPARTMENT: Communication & Evangelization

POSITION SUMMARY:

The Social Media Coordinator is responsible for reaching and growing defined target audiences with bold, joyful, and beautiful digital content, consistent with the respective online strategies of the Archdiocese of Cincinnati, *The Catholic Telegraph*, and the Center for the New Evangelization. The Social Media Coordinator will be expected to understand and safeguard the brand and graphic standards of the Archdiocese and its various ministries, be an up-to-date leader in the Communication & Evangelization team in the evolving field of social media platforms and best practices, and work reliably and collaboratively with others to deliver output on time and on budget. The Social Media Coordinator will also work with the Director of Media Relations on crisis communications and perform other duties as assigned from time to time.

The Social Media Coordinator reports to the Director of Digital Engagement and collaborates closely and productively with the entire staff of the Department of Communication & Evangelization, as well as colleagues across several Archdiocesan offices. The Social Media Coordinator must be a model of professional conduct and always represent the Archdiocese of Cincinnati with honesty and integrity.

CREDENTIALS & EXPERIENCE:

1. A practicing Catholic in good standing with solid knowledge of the Catholic Church, including structure, doctrine, and liturgical calendar. Passion for the Catholic faith.
2. Bachelor's degree in communications or similar field from a four-year college or university.
3. 1+ year of work experience in a social media content creation, ideally within a professional environment. Demonstrated ability to execute strategy across multiple social media platforms. An authentic passion for this field of work.
4. Technical excellence. Demonstrated proficiency with social media platforms including Facebook, Instagram, and Pinterest. Preferred experience with the Adobe Creative Suite (including InDesign, Photoshop, and Illustrator) and Microsoft Office (including Outlook). Experience in photography, digital writing, and product promotion. Must be able to photograph with a full-frame DSLR camera and edit photos in Adobe Photoshop or Lightroom.
5. Communication excellence. Must be able to write succinctly and clearly to convey accurate information as efficiently as possible online. Must be able to communicate best practices to those who are less familiar with social media.
6. Design experience. Must have a thorough understanding of design trends and be able to design basic on-brand graphics for social media use.

7. Strong attention to detail.
8. Team player. A person who is collaborative and enjoyable, pleasant, and responsive; someone who builds productive and mutually-respectful relationships and engenders trust.
9. Reliable. Employs good judgment. Demonstrated ability to meet deadlines. Attends to duties as expected and communicates any barriers or difficulties as quickly as possible. Must be able to manage multiple projects concurrently.

REPORTS TO: Director of Digital Engagement

DUTIES & RESPONSIBILITIES:

- 1.* Under the direction of the Director of Digital Engagement, design and create compelling social media solutions for the Archdiocese of Cincinnati, *The Catholic Telegraph*, and the Center for the New Evangelization. Execute and prepare creative posts for social media with understanding of how to effectively promote on each platform.
- 2.* Understand the brand and graphic standards of the Archdiocese and its various ministries and ensure that these are faithfully and creatively brought to life. Be a steward of the Archdiocesan marks and graphic standards.
- 3.* Support the efforts of the archdiocesan communications department in a prompt and collaborative fashion, especially when called upon by the Director of Media Relations in crisis communications situations.
- 4.* Interact with social audiences in a warm and appropriate manner. Maintain awareness of response times and when it is appropriate to collaborate with the Director of Media Relations and/or other colleagues on response content. Regularly monitor social media comments for objectionable content and remove as appropriate.
- 5.* Regularly report on the growth and engagement of social audiences. Analyze data and adjust strategies to ensure continued growth and engagement across all social platforms.
- 6.* In collaboration with the Director of Digital Engagement, define and enforce social media policies and procedures for the platforms of the Department of Communication & Evangelization. Proactively provide creative solutions for the various Archdiocesan ministries, as prioritized by the Director of Digital Engagement.
7. Display a desire for career-long learning and growth in the areas of social media platforms, communications, and media trends.
8. Actively participate in the ongoing mission of the department to evolve and improve Archdiocesan communication effectiveness across all channels. Participate in department and Pastoral Center priorities/activities as requested by the Director of Digital Engagement.

SUPERVISION RECEIVED: Works under the direction of the Director of Digital Engagement.

SUPERVISION EXERCISED: N/A

***DENOTES ESSENTIAL FUNCTIONS OF POSITION**

TERMS OF EMPLOYMENT:	Salary	7 hours per day	35 hours per week
	260 Days	12 months	

ORGANIZATIONAL RESPONSIBILITY:

Employees of the Pastoral Center of the Archdiocese of Cincinnati will have knowledge of the Catholic faith, a willingness to work for a Catholic, faith-based agency and adhere to the policies of the Archdiocese of Cincinnati. Employees will not publicly oppose the teachings of the Catholic faith nor publicly advocate for any position in conflict with Catholic teaching, or the specific positions of the Archdiocese of Cincinnati or the United States Conference of Catholic Bishops. This requirement includes any public speech, demonstration or writing including the use of social media or other digital technologies.

Employee Signature

Printed Name

Date

Supervisor Signature

Printed Name

Date