

**NORTHVIEW COMMUNITY CHURCH**  
**JOB DESCRIPTION**  
**Social Media Coordinator & Graphic Design**

DEPARTMENT	Communications
REPORTS TO	Communications Director
RESPONSIBLE FOR	Social Media & Graphic Design
ALLOTTED HOURS	40 hours / week
REVISED	November 2019

**MINISTRY CONTEXT**

The person called to this ministry must be in agreement with Northview's confession of faith, mission, vision and core values and must have a passion for the ministry of the church. The incumbent must also have the qualifications of a Deacon, as outlined in I Timothy 3.

**SOCIAL MEDIA COORDINATOR MINISTRY RESPONSIBILITIES**

Social Media Coordinator is responsible for planning, implementing and monitoring Northview's Social Media strategy in order to increase engagement.

**Job duties and responsibilities:**

- Develop, implement and manage our social media strategy
- Engage with and respond to our followers
- Define most important social media KPIs
- Work with photographers and designers to ensure content is informative and appealing
- Collaborate with Communications Director to ensure messaging is on brand
- Manage and oversee social media content
- Measure the success of every social media campaign
- Keep updated with the latest social media best practices and technologies
- Monitor SEO and user engagement and suggest content optimization
- Communicate with industry professionals and influencers via social media to create a strong network
- Create engaging content regularly.

**Job requirements and qualifications:**

- Excellent knowledge of Facebook, Twitter, Instagram and other social media best practices
- Understanding of SEO and web traffic metrics
- Good understanding of social media KPIs
- Familiarity with web design and publishing
- Excellent multitasking skills
- Critical thinker and problem-solving skills
- Team player

# **NORTHVIEW COMMUNITY CHURCH**

## **JOB DESCRIPTION**

### **Social Media Coordinator & Graphic Design**

- Good time-management skills
- Great interpersonal and communication skills

#### **GRAPHIC DESIGNER MINISTRY RESPONSIBILITIES**

You are a proficient and effective communicator, both verbally and in written form. You enjoy having fun and working as part of a team, and you are equally professional in your relationships with coworkers. You are a detail-oriented, creative thinker and enjoy working with other people. You possess a Problem-solving and self-starter mindset with a logical approach to work. You have a keen eye for aesthetics and details, including an understanding of design principles.

#### **Job duties and responsibilities:**

Working as part of our communications team, you would be responsible for creating custom projects as requested by various ministries. You would coordinate with the rest of the team to maintain a workload schedule to meet deadlines while achieving high quality.

#### **Products you would help design and produce are (but not limited to):**

- Branding: Logos, brand identity, storytelling, creating a colour palette, typography
- Print: Posters, banners, pamphlets, invitations, brochures, large format printing,
- Signage: permanent and temporary rigid signs in varying size, print and cut vinyl applications, banners, pull-up banners, sandwich boards
- Promotional: Apparel, flags, swag items
- Digital: Websites, social media marketing, custom graphics

#### **Job requirements and qualifications:**

- Proficient with Adobe Creative Suite including Illustrator, InDesign, and Photoshop
- Any HTML, CSS, and PHP experience will be considered an asset
- Able to provide a portfolio of past work

#### **STATEMENT OF RELATIONSHIPS**

The Social Media Coordinator & Graphic Designer reports directly to the Communications Director. The Communications Director reports to the Executive Pastor of Administration.

#### **EXPERIENCE & EDUCATION:**

- High school or GED equivalent required
- Associates, Bachelors, or currently enrolled as a student in graphic arts preferred
- 6months to 2 years in Graphic Design

**NORTHVIEW COMMUNITY CHURCH**  
**JOB DESCRIPTION**  
**Social Media Coordinator & Graphic Design**

**PERSONAL CHARACTERISTICS**

The following characteristics are considered essential for the candidate to be successful in this role:

1. A penchant for creativity and an eye for artistic design.
2. Willing to empower others to lead and develop leaders.
3. Able to communicate clearly.
4. Agrees with Northview Community Church's Statement of Faith, Code of Conduct and Core Values.
5. Is known to have a lifestyle that honors and uplifts the name of Christ.

The incumbent must make Northview Community Church his/her home church.

**SIGNATURE BLOCK:**

This job description accurately reflects the requirements of this position:

\_\_\_\_\_  
Supervisor

\_\_\_\_\_  
Date

I have read and understood this job description:

\_\_\_\_\_  
Employee

\_\_\_\_\_  
Date