



Position Description

Title: Social Media Content Coordinator

Mission and Purpose:

This role aims to engage InterVarsity's varied national audiences through fun and thoughtful social content and strategies. The Social Media Content Coordinator is responsible for creating and curating digital content, collaborating with field staff to elevate and amplify their ministry efforts, and will bring personality and cohesion to our digital presence.

Being an organization that has worked with emerging generations for almost 100 years, our audience is multifaceted. Additionally, the incumbent will work to unify our on-line identity across ministry areas, ensuring a cohesive and effective digital presence. This involves understanding which channels and platforms resonate with specific audiences and grounding our creative content in data-driven analytics.

Relationships

Reports to: Digital Ministry and Content Manager

Internal Relationships: Communications and Marketing Team

Ministry staff

Donor Engagement Team

External Relationships: Ministry partners

Digital audiences (comprising students, campers, volunteers, alumni, etc.)

Key Requirements:

1. Personal Development

- Personal relationship with Jesus Christ with clear evidence of growth as a disciple
- Understanding of InterVarsity's purpose and mission with a strong desire and commitment to advancing the Fellowship's goals

2. Web Content

- Develop and Implement Content Strategies:** Create effective strategies to reach and engage our target audience while achieving our marketing goals.
- Manage Content Calendars:** Ensure content is consistent across all platforms, maintaining a cohesive brand voice.
- Measure and Optimize Content:** Actively evaluate the effectiveness of content using quantitative and qualitative data and adjust strategies accordingly.
- Create Engaging Social Media Experiences:** Develop meaningful and compelling social media content that aligns with InterVarsity's vision.

3. Digital Media

INTERVARSITY

- ❑ **Shape Digital Experiences:** Facilitate encounters with Jesus for students, campers, and digital audiences through engaging digital media.
- ❑ **Execute Email & Blog Campaigns:** Develop and implement email marketing and blog campaigns to support our content objectives and marketing goals.
- ❑ **Bring Personality & Host Experiences:** Provide in front of camera leadership for both internal and external digital events and activities, enhancing the online presence.
- ❑ **Coach and Resource Staff and Students:** Empower InterVarsity's social media presence to be fun, engaging, thoughtful, and excellent by coaching staff and students.

4. Copywriting

- ❑ Support other writing projects as assigned.

Key Outcomes:

- ❑ A thriving social media presence marked by growing followers and engagement metrics.
- ❑ A thriving email & blog engagement strategy marked by a well-planned content calendar to boost engagement and meet marketing goals.
- ❑ Elevating the efforts of others by establishing best practices and training materials for staff, students, and volunteers to align with our national strategy.

Qualifications

Knowledge, Skills & Abilities:

- ❑ Experience and growing expertise in various social media platforms.
- ❑ Ability to teach and coach others on effective social media usage.
- ❑ Keen understanding of youth culture, especially in relation to faith, with the ability to engage thoughtfully and creatively.
- ❑ Ability to think on your feet, inject humor, and provide valuable perspective.
- ❑ Comfortable being in front of the camera and using your personality as a communication tool.
- ❑ Proficiency in designing and executing content strategies for email and blog campaigns.
- ❑ A fun and creative approach is paramount!
- ❑ Excellent verbal and written communication skills.

Experience:

- ❑ Post-secondary degree or equivalent
- ❑ Demonstrated proficiency across various social media platforms, including Instagram, TikTok, YouTube, and more.
- ❑ Ability to provide a portfolio or evidence of aptitude in social media and/or writing (personal or professional).
- ❑ Experience with social media management tools and interpreting analytics is an asset.
- ❑ Experience with Canva or other design and editing suites is an asset.
- ❑ Experience with social-media-based video production is an asset.

Position Level: 6