

SOCIAL MEDIA COORDINATOR



ABOUT THE ROLE

This role monitors and expands Linguæ Christi's presence on social media channels. These are important venues where the mission both promotes its work by educating followers about minority language communities in Europe and by soliciting prayer, donations, and volunteers for our work. In the past Linguæ Christi has made new connections through social media and it's likely this will continue with good management of these outlets.

ESSENTIAL TASKS

- Ensure static information about Linguæ Christi on social media channels is both accurate and relevant
- Identify the major communication goals of Linguæ Christi on a quarterly basis
- Prepare brief and prompt Linguæ Christi staff and volunteers to share media from their work
- Create posts with Adobe Express or another accessible design programme
- Schedule posts in Adobe Express for multiple channels a week or more at one time
- Systematically share information and calls-to-action from Linguæ Christi's website
- Share information and news from partner organisations and relevant news outlets

IMPORTANT TASKS

- Identify social media channels where Linguæ Christi doesn't have an account and prepare recommendations for Linguæ Christi staff

HOURS PER WEEK

- 2-4 hours per week

ABOUT THE SOCIAL MEDIA COORDINATOR

EDUCATION AND TRAINING

- Education or experience in communications or marketing is helpful.
- Business or professional experience in social media management is ideal.

SKILLS AND GIFTS

- Comfortable working in front of a computer
- Familiarity with popular social media channels
- Ability to operate in a professional manner when communicating online
- Ability to provide information in plain English
- Willingness to learn new systems and practices
- Can work independently

INDUCTION AND SUPPORT

Aside from a general introduction to Linguæ Christi's mission and team, this role will require three hours of induction on the following topics:

- Learn about Linguæ Christi's current social media accounts (1)
- Adobe Express tutorial (1)
- Applying tutorial knowledge to Linguæ Christi's social media schedule (1)

This role will be supported by the General Director and Webmaster and will collaborate with personnel and volunteers involved in the prayer calendar, donor management, the newsletter and blog, and Linguæ Christi's website. Please contact info@linguaechristi.org for more information.