

UUCA Digital Communications Coordinator

\$15 per hour
6 hours per week
Starting Spring 2019

Description

The UUCA Digital Communications Coordinator will handle social media and web based communication, edit and release church media content, and ensure the UUCA website is current.

Manage UUCA Social Media

Develop, implement and manage social media strategy
Manage and oversee social media content
Communicate with other organizations and influencers via social media to create a strong network
Create engaging text, image and video content
Measure web traffic and monitor SEO
Facilitate online conversations and respond to queries
Monitor and report on online reviews and feedback
Keep up to date with the latest social media best practices and technologies
Develop an optimal posting schedule, considering web traffic and engagement metrics

Editing/Releasing Church Content

Edit audio and occasional video of church sermons/key events
Post/release church content to appropriate platforms

Church Website

Improve appearance and functionality of UUCA Website
Provide continuous updates with current information and events
Coordinate all social media and website accounts

Qualifications

Working knowledge of Unitarian Universalist principles
Familiarity with the congregation's programs and practices
Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media platforms and best practices
Proven work experience coordinating social media
Understanding of SEO and web traffic metrics
Experience doing audience and buyer persona research
Strong web design and publishing skills
Ability to deliver creative content (text, image and video)
Familiarity with online marketing strategies and marketing channels
Ability to grasp future trends in digital technologies and act proactively
Excellent writing, critical thinking, problem-solving, and time management skills
Ability to work independently and manage time effectively
An understanding of inclusive terminology and communication

Interested applicants should email a resume, cover letter, and contact information for three references to Rev. Tim Temerson (minister@uuakron.org). Review of applicants begins 2/5/2019