

About RightNow Media

RightNow Media serves 18,000 churches and businesses every day in 25 countries. Similar to Netflix, our streaming media service allows Christians to access over 15,000 video-based Bible studies from 250 of the top Christian publishers, ministries, and communicators in the country. In addition to distributing video content from other producers, our team has produced many RightNow Media Originals featuring well-known pastors and leaders including Matt Chandler, Jennie Allen, Max Lucado, Francis Chan, David Platt, Eric Mason, Chip Ingram, Louie Giglio, Gary Thomas, Lisa Harper, and others. RightNow Media has videos for small groups, families, students, leadership development, and much more.

As a non-profit organization, we firmly believe the mission of the Church matters. Everything we do is rooted in the belief that the Church—God's people—can have a powerful impact on this world through the power of the gospel. Our team loves the Church.

We value family. We value hard work. We value teams. We value the power of stories.

Job Description :: Social Media Coordinator

The Social Media Coordinator will be responsible for managing the social media presence of both brands in our organization—RightNow Media and RightNow Media @ Work. More specifically, this person will:

- Be responsible for carrying out the social media strategy of our brands, as directed by the Marketing Manager.
- Actively create and manage all content on various social media channels, including: Facebook, Twitter, Instagram, LinkedIn, and YouTube.
- Manage all customer interactions and resolve issues and questions through social media platforms in a timely manner.
- Regularly listen, monitor, and respond on select social media groups and sites related to our ministry and our target customers.
- Work closely with the Design and Production teams to create graphics and video content that can be posted on social media channels.
- Write copy for all social media posts as well as the occasional piece of marketing collateral.
- Work with the Marketing Manager to execute paid social media strategy, including targeted lead generation ads and ongoing customer engagement campaigns.
- Occasional remote work on evenings or weekends to periodically address customer issues or questions.
- Periodically develop innovative social media projects that reach key audiences (current users, followers, etc.).
- Build out and maintain a social media calendar for both brands and across all social media channels.
- Analyze monthly results across all social media channels and create reports for leadership team.

The Social Media Coordinator will report directly to the Marketing Manager.

Skills Required:

- Ability to mobilize different teams within the organization to increase brand awareness and support.
- Innovator in your field who recognizes trends in social media and digital marketing before others.
- Friendly attitude and strong oral & written communication skills.
- Strong communication skills with the ability to work in a team environment.
- Must be able to generate creative ideas to promote company products or services.
- Able to review data, spot trends, and track the ROI of social media content through the sales funnel to new customer acquisition.
- Must have knowledge of social media best practices and digital engagement.
- Able to work both independently and collaboratively as part of a team is essential.
- Adherence to strict deadlines and capable of multitasking.

Continued on page 2

- They must have a strong awareness of privacy policies.
- Strong editing and proofreading skills are essential.
- Exceptional copywriting skills.
- Attention to detail.

Experience Required:

- 2-3 years experience developing content, implementing strategies, and growing a known brand on social media.
- 1-2 years of digital advertising experience preferred.
- Intimate knowledge of all major social media channels.
- Candidates with previously published articles are preferred.
- Some experience in graphic design is preferred.
- Understanding of branding, marketing and consumer behavior and ability to apply that knowledge to social media.
- Bachelor's degree preferred in Marketing, Communications, Advertising or equivalent industry experience.

Benefits:

- Competitive Salary
- Medical, Life, and Disability Insurance Plans
- Paid Time Off
- Paid Holidays (including the week between Christmas & New Years)

If Interested:

Please read through the job description and requirements. Only qualified applicants will be considered.

Be sure to visit rightnowmedia.org for a better understanding of our ministry.

Please fill out an online application at rightnowmedia.org/careers where you can submit a cover letter and resume.

In your cover letter, please include information about your life and salary requirements.