

# HIGHER THINGS®

## Social Media Coordinator

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### Summary of Position

The Social Media Coordinator is responsible for promoting Higher Things events, resources, and news on social media, as well as other duties as determined by the Media Executive. This is a part-time (estimated 5-10 hours per week) position.

### Primary Responsibilities

- Serve as a resource and consultant to the Online Content Manager and the Media Executive for the hardware and software needs as regards social media.
- Promote and drive traffic to content on the organization's website, YouTube channel, or any other content outlets the organization may utilize.
- Work closely with any other Higher Things Social Media Coordinator(s) in providing social media engagement.
- Work closely with the Online Content Manager and the Webmaster to garner content for social media engagement.
- Receive content from the Marketing Executive for promotion on social media.
- Ensure that the social media presence for the organization aligns with its mission.
- Evaluate new social platforms and utilize.
- In consultation with the Marketing Executive, Media Executive, and Online Content Manager, develop and implement unique strategy for each platform.
- Notify the Media Executive and Online Content Manager of any social media trending that affects the organization or its reputation.

### Qualifications

- Familiar with the social media platforms utilized by Higher Things (Facebook, Twitter, Instagram, Snapchat).
- Familiar with other social media platforms and integration tools for social media management.
- Excellent communication skills, verbal and written.
- Graphic design skill & portfolio.
- Self-starter and team-player.
- Strong work ethic with ownership and pride in results.
- Excellent problem solving skills.
- Result-driven and result-oriented.
- Member in good standing of a congregation belonging to The Lutheran Church—Missouri Synod.
- U.S. Citizen, this is not an H-1B eligible position.
- Clean criminal record.

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### About Higher Things

The mission of Higher Things® is to assist parents, pastors, and congregation in cultivating a distinctively Lutheran identity among their youth and young adults.

*To apply for this position, please email your current resume with a cover letter and salary expectations to [aaronfenker@highertthings.org](mailto:aaronfenker@highertthings.org) no later than October 20, 2017.*