

Job Description Revised March 17, 2025

Job Title: Media & Technology Coordinator

Job Class: Exempt

Schedule: Full-Time

Reports To: Media Director



POSITION SUMMARY:

The Media & Technology Coordinator is responsible for managing and enhancing digital media, technology systems, and communication tools to support the organization's mission and operations. This full-time role is crucial in enhancing our digital presence and effectively communicating our message to our congregation and the wider community. The ideal candidate will possess a passion for graphic design, a deep understanding of technology platforms, and a commitment to reflecting our church's values and mission in all digital media communications and technology needs.

PREFERRED QUALIFICATIONS:

- Associate or bachelor's degree in marketing, journalism, communications, information technology, or a related field with 1-2 year's experience of comparable employment.
- Experience developing and implementing communication strategies.
- Excellent written and oral communication skills.
- Demonstrable competency in Adobe Creative Suite, graphic design, social media account management, Flocknote, FluxConsole Dashboard, and other applications needed to fulfill the responsibilities associated with this position.
- Photo and video editing skills are preferred.
- Contains project manager skills, including being organized, the ability to communicate with different team environments, and the ability to manage multiple deadlines.
- A self-starter who is adept at identifying strategies to overcome growth barriers and challenges, while investigating opportunities to improve FABC's production & technology.
- Relates well to all kinds of people, builds effective relationships, and communicates effectively both interpersonally and corporately.
- Presents a humble disposition, being committed to improvement, receptive to constructive criticism, and willing to learn and grow in their position.
- Full agreement with the doctrinal position of Franklin Avenue Baptist Church.

JOB RESPONSIBILITIES:

Digital Media & Graphic Design:

- Create visually compelling graphics for various digital platforms including social media, website, email newsletters, and presentations.
- Develop designs for event promotions, sermon series, announcements, and other church-related materials.
- Ensure consistency in branding and messaging across all digital channels.
- Oversee the creation, editing, and distribution of digital media content including graphics, and presentations.
- Manage live-streaming, recording, and broadcasting of events, meetings, and etc.

Social Media Management:

- Manage all church social media accounts (e.g., Facebook, Instagram, Twitter) including content creation, scheduling, and engagement.
- Develop and implement a social media content calendar aligned with church events, sermons, and community initiatives.
- Monitor social media trends and analytics to optimize content strategy and engagement.

Technology & IT Support

- Manage and maintain IT infrastructure, including network systems, software, and hardware.
- Provide technical support for staff & members, troubleshooting issues related to computers, software, internet, and audio/visual equipment.
- Oversee the setup and maintenance of digital collaboration tools, such as Zoom, Microsoft Teams, and management software.
- Work with vendors to implement and support IT and media-related solutions.

Branding and Messaging:

- Ensure consistent branding and messaging across all communication materials and platforms, ensuring logo presentation, colors, and word choice are consistent with FABC's tone and voice.
- Uphold the church's values and vision in all communication efforts, ensuring the central themes of FABC and the mission statement are felt through items communicated.
- Lead efforts to design all art and promotional materials related to church activities with a high standard of creativity, excellence, and effectiveness.

Join us in this fulfilling role as we work together to communicate our church's message, connect with our community, and grow in faith and love. We look forward to receiving your application if you feel called to serve in this capacity!