



**Job Title:** Engagement Coordinator

**Classification:** Part-time Exempt (30 hrs/week)

**Reports to:** Senior Pastor

**Schedule:** See Work Requirements Below

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**Job Summary:**

Meridian Street United Methodist Church is an inclusive and joyful community for all, welcoming people from all walks of life, families of all shapes and sizes, and people from every point along the spiritual journey. No matter who you are, no matter what you believe, even if you don't believe anything at all, you belong here.

As the Engagement Coordinator, you will be responsible for building relationships in the congregation and community, and maintaining and updating the Church's social media profiles and website content on a regular basis. You will be required to participate in church life and community ministries and to understand social media trends in order to grow the reach and engagement of Meridian Street within its digital communities. You will work alongside Meridian Street front office staff, the Senior Pastor, and the heads of various committees and groups to tailor content to church events and ministry series to reach current and potential church members.

**Responsibilities:**

- Plan and execute an event strategy that enriches and builds relationships between the congregation and community ministries.
- Build relationships with families served by community ministries, listening to their needs and reflect those back to the church.
- Create pathways for joy and connections within congregation, with an eye to the needs of different generations and the liturgical calendar.
- Enlist and support volunteers in their service to the church and community ministries.
- Plan content and execute across Meridian Street's current social media platforms with predominant focus and expertise on Instagram and Facebook
- Define comprehensive social media strategies to increase visibility, engagement, acquisition, membership and traffic to on/offline destinations
- Monitor trends in social media, identify tools and applications and appropriately apply that knowledge to create successful social media campaigns
- Increase current digital content engagement including having an understanding of relevant analytic tools to create a data-driven engagement plan
- Develop a streamlined process for collecting content from church members and staff
- Maintain and update the Church's website with new photography and videos.

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- Participate in church life and the congregation in order to enable effective and authentic content development
- Any other associated tasks at the discretion of the Senior Pastor

#### **Required Qualifications:**

- Strong desire and ability to communicate and work with people of all ages from racial, ethnic, socioeconomic, and gender diverse communities.
- Strong interpersonal skills with the ability to communicate effectively with people from diverse racial, ethnic, socioeconomic, and gender backgrounds
- Experience in social media and website management or a willingness to learn
- Experience in photo and video editing or a willingness to learn
- A strong eye for design and aesthetically-pleasing visuals
- Familiar with Meta Business Suite, Facebook, and Instagram
- Ability to manage multiple campaigns, tasks, and priorities simultaneously
- Skilled in both oral and written communication, with experience in public speaking
- Ability to work independently, as well as part of a team
- Spiritually mature
- Self-motivated

#### **Additional Preferences:**

- Familiar with Canva and/or Adobe Creative Suite, Google Workspace
- Familiarity with Faith-Based Content: Understanding of church culture and the ability to create content that reflects the church's mission and values.

#### **Work Requirements:**

- The employee should plan on attending church events to capture content as well as to understand the audience of their content. The exact schedule is subject to the Senior Pastor's discretion.
- Continuing employment is subject to satisfactory job performance as determined by the head pastor in conjunction with [the Staff Parish Relations Committee](#) and continued funding.
- Willingness to submit to a background check and/or drug screen (if requested)
- Terms of employment are subject to the employee handbook and senior pastor
- This position of employment is "at will". As such it may be ended by either party, at any time, for any reason or for no stated reason.

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