



## **POSITION DESCRIPTION**

TITLE: Digital Strategies Coordinator  
I REPORT TO: Communications Director  
CATEGORY: Full Time – 40 hours  
LAST REVIEWED/UPDATED: 4/1/2026

### **Qualifications**

- Thrives in a fast-paced, multi-project environment
- Exceptional communicator with a natural talent for social media
- Proven ability to recruit, lead, and develop volunteer teams
- Detail-oriented with strong organizational skills
- Demonstrates excellent follow-through and reliability
- Emotionally grounded and self-aware
- Spiritually mature and personally devoted to Jesus
- Collaborative and team-focused

### **General Responsibilities**

#### **Photography**

- Lead and develop our growing photography team with encouragement and direction
- Ensure photographers are scheduled and present at all church events and all campuses on Sundays
- Organize, edit, and archive submitted photos for church-wide use
- Refresh website photos quarterly to maintain a vibrant and current online presence

#### **Social Media**

- Develop and execute a strategic social media plan aligned with GBC's mission
- Create engaging weekly content across all platforms (Instagram, Facebook, etc.)
- Cultivate authentic connection and conversation within our online community
- Respond to social media questions and comments promptly, graciously, and professionally
- Build and equip a Sunday morning volunteer social media team across all campuses
- Oversee platform performance and make data-informed adjustments to attract and engage new guests
- Develop and manage a strategy using paid ads to engage people not following Jesus.

#### **Digital Strategy**

- Identify emerging digital opportunities (YouTube, TikTok, X, etc.) that can advance GBC's mission



- Network with digital ministry leaders at like-minded churches to share insights and best practices
- Collaborate with staff to amplify their ministry impact through creative digital initiatives
- Manage Google ad grant and all paid ads

### **Additional Responsibilities**

- Execute communications strategies to include special projects
- Manage church wide email communications
- Assist Visual Arts Director with minor graphics edits and updates
- Manage website update and upkeep
- Sunday presence, rotating weekly amongst the 3 campuses

As with all staff roles, this position includes supporting the broader mission of Grace Bible Church through prayer, spiritual encouragement, and participation in ministry life.