Waypoint Church
Job Description

Job Title: Central Social Media Coordinator
Department: Worship and Communications
Reports To: Communications Director
FLSA Status: Part-Time

SUMMARY: Waypoint Church is seeking a creative, organized, and mission-minded Central Social Media Coordinator to lead its' churchwide social media presence. This person will manage the full social media process for Waypoint Church's primary account while creating systems, campaigns, templates, and resources that help individual campuses communicate consistently and effectively.

The ideal candidate can turn the life, teaching, mission, and vision of the church into engaging digital content that helps people connect with Waypoint and take a next step toward community and worship.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Strategy & Planning

- Develop and maintain a churchwide social media strategy aligned with Waypoint's mission, vision, and ministry calendar.
- Manage a shared editorial calendar for the primary Waypoint account and coordinated campus campaigns.
- Establish clear workflows, deadlines, and content standards for campus contributors.
- Identify opportunities to feature church vision, planting, missions, baptisms, life change, and community impact.
- Monitor platform trends and recommend appropriate ways for Waypoint to use them.

Content Creation and Publishing

- Plan, create, write, edit, schedule, and publish content for Waypoint's primary social media channels.
- Produce platform-appropriate posts, Stories, reels, sermon clips, graphics, captions, and calls to action.
- Create a weekly Sunday recap concept or template that campuses can complete using locally captured photos and video.
- Publish or coordinate a weekly sermon clip, typically on Tuesdays, using Waypoint's existing AI-assisted clipping service.
- Create a monthly post highlighting upcoming events at each campus.
- Coordinate with Waypoint's graphic designer to obtain sermon-series assets, including reusable quote-card templates.
- Review existing video and photography and repurpose it for maximum social media impact.

Campus Support

- Provide campuses with ready-to-use templates, campaign plans, caption guidance, and content instructions.
- Equip designated campus contacts to capture useful photos and video and publish approved local content.
- Support each campus's main social media account while maintaining consistent churchwide branding and messaging.
- Maintain appropriate account access, organization, and publishing standards.
- Offer periodic guidance or training to campus content contributors.

Sunday and Event Coverage

- Provide live Story coverage from the STC campus on Sundays, including livestream invitations, baptisms, worship, and church-life moments.
- Capture or coordinate live coverage for major events such as VBS, WKND, Fall Fest, Christmas Eve, Easter, Sent Sunday, conferences, commission services, and Serve Day.
- Work with campus contributors to obtain timely coverage when the coordinator cannot be physically present.
- Plan major-event coverage in advance with the Creative Arts Pastor.

Paid Social Media

- Develop and manage localized advertising campaigns for each campus.
- Create approximately one campaign per month, using seasonal messaging when appropriate and general worship invitations during other months.
- Target campaigns geographically around each campus and optimize them based on performance.
- Track results and recommend adjustments to messaging, creative content, targeting, and spending.

Leadership & Administrative:

- Provide budget insights and communication recommendations that help campuses steward resources effectively.
- Assist ministries in planning communication budgets and evaluating communication effectiveness.
- Recruit, train, and develop volunteers and staff serving within communications and media.
- Create scalable systems and documentation that improve efficiency across ministries.
- Identify opportunities for innovation and continuous improvement in communication processes.
- Attend planning, leadership, and strategic meetings as assigned.

Engagement and Reporting

- Monitor and respond appropriately to comments and direct messages on Waypoint's primary accounts.
- Establish response guidelines for campus-managed accounts.
- Provide a concise monthly report covering reach, engagement, audience growth, advertising, and key lessons.

- Use performance insights to improve future content and campaigns.

QUALIFICATIONS:

Professional Qualifications:

- Experience managing social media for an organization, brand, church, nonprofit, or similar community.
- Strong writing, editing, and visual storytelling skills.
- Experience creating short-form video and capturing quality photo and video content.
- Familiarity with Instagram, Facebook, Meta Business Suite, and paid social advertising.
- Ability to manage multiple deadlines, campuses, events, and contributors.
- Sound judgment when representing an organization publicly.
- Ability to work independently while collaborating effectively with staff and volunteers.
- Alignment with Waypoint Church's mission, values, and ministry approach.
- Availability for Sunday services and major church events.
- Experience with scheduling, analytics, graphic design, video-editing tools, and AI-assisted content tools is preferred.

Personal Qualifications:

- A believer in Jesus Christ as Lord and Savior.
- Able to affirm the beliefs outlined in the Baptist Faith and Message 2000.
- Ongoing desire and effort to grow more Christ-like in character.
- Desire to continuously learn and serve others.
- Caring heart and desire to help heal those who are hurting and broken.
- Honest and trustworthy.
- Integrity for work habits and results.
- Ability to discern needs and respond appropriately, sensitively and proactively.
- Appreciation for the giftedness of individuals.
- Ongoing desire and effort to grow more Christ-like in character.
- Able to keep high level of confidentiality.
- Strong listener.

EXPERIENCE:

- Minimum 5 years of experience in a related church staff position.
- Significant experience developing and leading volunteers and teams.

EDUCATION:

- Bachelor's degree in related field or related experience.

WORK ENVIRONMENT:

The characteristics described here are representative of the environment the employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This position requires sitting and viewing a computer monitor for extended periods of time, manual dexterity, bending, stooping, walking, reaching, occasional moderate lifting (up to 40 pounds), good hearing, voice control and good vision. The noise level and the work environment is usually moderate.