

The First Unitarian Society of Milwaukee

A Unitarian Universalist Congregation

Established 1842

JOB DESCRIPTION - DIGITAL OUTREACH COORDINATOR

REPORTS TO: Director of Administration
STATUS: 18 hours per week, Limited Term Position (November 2020 – October 2021)
FSLA: Non-exempt (hourly)
EFFECTIVE: 09-28-2020

SCOPE OF THE JOB: This limited-term, at-will position is responsible for using digital and social media platforms, including our website and Facebook, to advance the church's outreach and engagement goals, including: nurturing our connections in Milwaukee, promoting our community partnerships and partners' work, creating innovative welcome for those who might find a spiritual home with us, engaging our members and friends in our work and our partners' work, and promoting Unitarian Universalism's values.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

- Coordinate with staff to advise, plan, and execute social media strategy as part of overall communications plans. Develop and maintain a social media content calendar across all channels. Create social media posts and campaigns with strong storyline that build meaningful connections and move social audiences to action and engagement. Curate and solicit social media posts from staff, lay leaders, and outside sources when appropriate. Ensure all content is consistent with church messaging and meets brand guidelines.
- Manage First Church's website for consistency, engagement, maintenance (with third party support), visuals, and SEO. Working with the Director of Administration for tone and brand, create content to promote and communicate programs and outreach which is timely and accessible.
- Lead digital and social media promotion of church events and programs. Provide event-based social media coverage of specific high-profile church programs and events, as designated by the Senior Minister and Director of Administration. Coordinate with the Senior Minister on crisis communications as well as promotion of press releases, news, and features. Train lay leaders, particularly social justice team leaders, how to use social media and church digital communications systems to promote their events, work, and partners. Support these lay leaders in messaging and promotion.
- Participate in the Social Justice Council and Anti-Racism Team meetings of the church, and provide administrative support to the Senior Minister in coordinating those teams, including by sending out meeting reminders and managing their Zoom schedules. Support the church's goals of valuing, developing, and celebrating connections across difference, and the Anti-Racism Team's goal of moving the congregation towards Anti-Racism, and ensure all digital and social media communications are aligned with those two commitments.
- Engage audiences by moderating online discussions, responding to inquiries, answering questions, and tagging relevant accounts. When needed, route questions to appropriate staff and lay leaders for follow up. Listen for new trends and topics of conversation.

- Monitor social media and website health by capturing and analyzing appropriate metrics based on KPI, tracking follower and engagement growth. Create analytics reports and use metrics to inform strategy and decision making.
- Research and recommend technologies and social media channels to best position the church to expand its online audience. Help develop the use of Facebook fundraising and other emerging social media tools that support non-profits.
- Provide messaging and brand consistency through regularly auditing social media accounts and supporting staff and lay leaders to stay on message and on brand. Maintain social media best practices document and ensure adherence to social media policy and best practices. Train staff and lay leaders on social media policy and best practices, and support them in consistently following these.
- Leverage talents and skills of volunteers to accomplish these tasks when possible and effective.
- Other duties as assigned

PHYSICAL REQUIREMENTS:

- Must be able to remain in a stationary position at a desk for extended periods of time.
- Needs to occasionally move about inside the office.
- The person in this position sometimes converses on the phone and over Zoom to convey information.

QUALIFICATIONS:

- College degree in a relevant discipline or equivalent experience.
- Two to four years of related work experience, preferably in a non-profit setting.
- Strong skills in: writing, editing, management and implementation of digital communications in a professional setting.
- Working knowledge of MS Office, WordPress, FaceBook, Twitter, Instagram, Constant Contact Google Adwords, and analytic tools.
- Experience collaborating on digital storytelling.
- Graphic design aptitude.
- Strong attention to accuracy and maintaining workflow of several projects.
- Supportive of Unitarian Universalist values and our approach to liberal religion.

CORE COMPETENCIES:

- **Written Communication:** Is able to write clearly and succinctly; employs correct grammar, punctuation and patterns of speech; clearly delivers message in a tone appropriate to the context.
- **Interpersonal Skills:** Establishes good working relationships with others who are relevant to the completion of work; works well with people at all levels of the congregation; builds appropriate rapport; considers the impact of his/her actions on others; uses diplomacy and tact; is approachable; avoids communication triangles.
- **Cross-Cultural Competence and Anti-Racist Commitment:** Competent in connecting with people across cultural differences, including race, age, gender, class, and sexual orientation. Shares a commitment to, and basic knowledge of, anti-racism and anti-oppression principles and practices.

- **Helping Orientation:** Demonstrates concern for and attends to the needs of the congregation's internal and external constituents; projects a sense of empathy and understanding when dealing with members and friends of the congregation; is able and willing to supply answers and resources that others find satisfying.
- **Influencing Others:** Encourages others to cooperate, participate, provide resources or make decisions, in service to the work at hand; uses verbal and nonverbal skills to communicate respect for others, and to generate energy, passion and commitment to an idea; creates an environment that others want to participate in.
- **Technical Expertise:** Acquires and demonstrates the technical skills required to proficiently execute the essential functions of the job; understands which skills are lacking and seeks to develop those skills; continually works toward mastery of technical proficiency.
- **Time Management:** Is able and willing to focus time on tasks that contribute to organizational goals; uses time effectively and efficiently; values time and respects the time of others; concentrates his/her efforts on the most important priorities; can appropriately balance priorities.
- **Project Management:** Identifies the key objectives and scope of a proposed project; garners needed resources and project support; develops a realistic and thorough plan for achieving key objectives; keeps team members briefed on progress; implements action plans; communicates progress to sponsors; identifies and resolves barriers and problems.
- **Self Development:** Sets appropriate personal work objectives, measures own progress, identifies personal gaps in knowledge understanding and skill; undertakes appropriate activities to develop needed skills; seeks regular feedback on performance; knows personal strengths and weaknesses, is sensitive to changing personal and organizational requirements and changes accordingly.
- **Creativity and Innovation:** Generates new ideas; makes new connections among existing ideas to create fresh approaches; takes acceptable risks in pursuit of innovation; learns from mistakes; has good judgment about which creative ideas and suggestions will work.

I have read and understood the terms stated in the above job description.

Signature

Date