

## **Social Media Coordinator** **The Province of St. Joseph of the Capuchin Order**

*Inspired by the gospel of Jesus and the example of Francis of Assisi, the Capuchin friars of the Province of St. Joseph, together with our partners in ministry, prayerfully build sister-brotherhood in the world. We attend simply and directly to the spiritual and other basic human needs, especially those of the poor and disenfranchised, promoting justice for all.*

The Capuchin Franciscan Province of St. Joseph is a Roman Catholic Religious order headquartered in Detroit with ministries and friars throughout the Midwest. The Social Media Coordinator will act as a voice of the Province on social media. As part of its core responsibilities, this position will develop written, photo, video, livestream and other content to share the Provinces mission for all key ministries.

The Province seeks gifted, highly-motivated, self-starter. We offer a generous benefit package including medical, dental, vision, disability and life insurance, tuition reimbursement, pension and generous PTO/Holiday pay.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Demonstrates, exemplify and support the Capuchin Charism and Provincial Mission, Vision and Values throughout all professional responsibilities and activities
- Develop and execute social media strategies for the Province and Ministries, coordinating with ministry directors and other personnel.
- Assist with production of livestreams of events including Catholic Masses, funerals and other events from ministry sites.
- Shoot, edit and post event photography and videography throughout the Province.
- Contribute to social media campaigns and day-to-day activities including fresh web content, email blasts, and social media postings.
- Stay current on trends in social media and share insights with stakeholders
- Respond to inbound e-mail and social media inquiries in a timely manner, reaching out to internal stakeholders for additional information as needed.
- Monitor and report on social media metrics to determine effectiveness of campaigns.
- Build, maintain and leverage relationships with internal and external stakeholders; cultivate relationships with peer communications and social media practitioners to bring best practices to the Capuchins and collaborate in team environment.
- Represent the Province professionally and effectively in diverse settings.
- Participate in and complete both group and individual projects
- Comply with Province and ministry policies, procedures, guidelines and standards

**Qualifications:** Bachelors degree in communication, marketing, advertising, journalism or related field, 1 year of exp. working in social media, communications, journalism or related field OR combination of educ. & exp. Solid media relations exp.; demonstrated news coverage placements, knowledge of publishing tools, Sprout Social; Adherence to Assoc. Press & in-house style for written communications, knowledge of DSLR photography/videography. Able to represent the Province and ministries effectively in diverse settings, work flexible hours including weekends, evenings & holidays, effective proofreading, Microsoft Office, communication, problem solving, project mgt & interpersonal skills. Able to lift & move up to 40 pounds. Able to travel throughout Midwest & Great Plains periodically.

**Interested candidates may submit letter of interest and resume to:** [employment@thecapuchins.org](mailto:employment@thecapuchins.org) Include Social Media Coordinator in the subject line.

**Current employees** may apply by submitting a resume or internal application (available from Human Resources) to [employment@thecapuchins.org](mailto:employment@thecapuchins.org)