

Social Media Coordinator - Position Description

Reports to: Director of Marketing and Communications

Date created or revised: 07.15.26

Position Type: Full-Time, DLT+

Classification: Exempt

Salem Lutheran Church, a dynamic 2400+ member Christian community, is seeking a high-capacity, enthusiastic leader who passionately follows Jesus Christ as our Social Media Coordinator. Salem Lutheran Church is seeking a creative, energetic, and highly motivated Social Media Coordinator who passionately follows Jesus Christ. The Social Media Coordinator will help Salem boldly share the thrilling hope of Jesus by developing and executing a compelling, consistent, and engaging social media presence. This individual will capture and communicate the life of Salem—its worship, ministries, school, preschool, people, community impact, and Salem NEXT vision—in ways that inform, inspire, invite, and connect people.

This is a hands-on, execution-focused role. The successful candidate must enjoy creating, completing, publishing, and evaluating content—not simply generating ideas or proposing strategies. Because of the nature of this ministry, flexibility in scheduling is required.

Core Responsibilities & Essential Functions

- Develop and maintain a coordinated social media strategy and content calendar aligned with Salem’s mission, ministry priorities, and broader communications plan.
- Create, schedule, and publish engaging content for Facebook, Instagram, text messaging, and other digital platforms.
- Collaborate with the Communications Team to use graphics, photographs, short-form videos, reels, stories, interviews, testimonials, ministry highlights, and promotional content.
- Regularly capture and promptly share content from worship services, ministry events, school and preschool activities, construction milestones, and community outreach.
- Write clear, warm, hopeful, authentic, and action-oriented messages in a voice that is recognizably Salem.
- Build relationships with staff, ministry leaders, volunteers, students, and families to discover and tell meaningful stories.
- Communicate Salem NEXT progress while connecting buildings and construction to their larger ministry purpose.
- Monitor comments, messages, questions, and online interactions; respond appropriately or route inquiries to the correct staff member.
- Collaborate with the Communications Team to execute campaigns for worship, seasonal ministry, school and preschool enrollment, special events, serving opportunities, and community outreach.
- Track meaningful results, including reach, engagement, video views, website traffic, and identifiable next steps.
- Carry out other assignments as given by the Director of Marketing and Communications

Qualities We Desire in an Ideal Candidate

- Demonstrated experience managing social media accounts and creating engaging content.
- Strong writing, storytelling, graphic design, photography, and video-editing skills.
- Proficiency with relevant tools
- Excellent organization, project management, and ability to meet deadlines.
- Strong initiative, follow-through, adaptability, and attention to detail.
- Ability to work collaboratively while taking clear ownership of assigned responsibilities.
- Good judgment when responding to sensitive or critical online interactions.
- Comfortable working in a fast-moving ministry environment where plans occasionally change.

- Willingness to work evenings and weekends as needed to capture significant ministry moments.
- Agrees with the mission, strategy, values, and desired outcomes of the congregation (our Vision Frame).
- A people person—in love with Jesus, the local Church, and optimistic in outlook.
- Fun to be around. We don't like to work with frowning people, and neither should you. We work like it depends on us, while we pray knowing it all depends on Him.

In many ways this position is a unique opportunity to join a highly creative team. Salem enjoys a 175-year history of impactful ministry in what is now the fastest growing quadrant of the Houston, Texas metropolitan area. By God's grace we are blessed with ample resources and beautiful facilities. Our unified ministry includes Salem Church, Salem Lutheran School (K-8) and Salem Preschool. Our combined staff consists of over 100 Jesus-followers.

This is a full-time position – sometimes more and seldom less. Salary is commensurate with education, experience and accomplishments, and includes full benefits for employee. Salem provides for the professional development and continuing education of our staff as noted in the HR Guidelines. This position is under the leadership of Steve Perkins, Director of Marketing and Communications. Expressions of interest may be directed to vparks@salem4u.com or Salem Lutheran Church, 22601 Lutheran Church Road, Tomball, TX 77377, 281.351.8223.