



## NYC Social Media Coordinator

### Objective

To utilize the power of social media to assist the ISI team in NYC so that every international student in the city or area has an opportunity to hear and respond to the Gospel.

**Reports to** City or Area Director, Team Leader, or, in the absence of local leadership, Regional Field Director

**Supervises** Volunteers

### Spiritual Qualifications

- Is a person of prayer and spiritual maturity
- Has a teachable spirit and is committed to personal spiritual growth
- Adheres to ISI's Statement of Faith, Code of Ethics and Approach to Ministry to International Students

### Educational/Experience Qualifications

- Passion for social media and proficiency with major social media platforms and social media management tools
- Proficiency with video and photo editing tools, digital media formats, and HTML
- Excellent social listening skills
- Ability to understand historical, current, and future trends in the digital content and social media space
- Strong copywriting and copy editing skills
- Strong oral and verbal communication skills
- Time management skills with the ability to multitask
- Detail-oriented approach with ability to work under pressure to meet deadlines

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## Other Qualifications

- Demonstrates a passion for missions, evangelism and discipleship and a desire to use their skills towards this end.
- Is a team player and builder
- Is faithful, loyal and dedicated to both the local ministry and to ISI's national identity and mandate from the Lord to reach all international students for Christ
- Is a self-starter, able to work independently

## Responsibilities/Standards

- Execute a social media strategy for ISI NYC.
- Develop and curate engaging content for social media platforms.
- Assist in the creation and editing of written, video, and photo content.
- Attend events and produce live social media content.
- Maintain unified brand voice across different social media channels.
- Collaborate with ministry team to create a social media calendar.
- Stay current with social media trends
- Interact with users and respond to social media messages, inquiries, and comments.
- Review analytics and create reports on key metrics.
- Assist in the development and management of social media marketing and influencer marketing strategy.

## Position Options:

- Ministry Representative Staff: fund-raise only for expenses, receive no salary (Tentmaker)
- Part-time Staff: Fundraise for salary and ministry expenses
- Full-time Staff: Fundraise full salary and ministry expenses.

**\*All ISI staff positions described here are fund-raising positions for part or full-time salary.**

## For more information please contact:

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