



3885 Stouffville Road.
Stouffville, ON. L4A 3X1
T: 905-887-5651 F: 905-887-9281
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Springvale Church

Our mission is to join with God in creating passionate followers of Jesus. Our vision is “Time for Growth: Doubling our impact by 2025”.

Social Media Coordinator

This position has the mandate to implement and manage our online presence & philosophy in sharing the Gospel in a way that is inclusive, engaging and promotes spiritual growth.

Start Date: September 1, 2020

Reports to: Worship and Arts Director

Partners With: Communications Administrator

Status: Part-time at 8 hours a week.

Primary Responsibilities

1. Create an effective strategy in how we use and implement social media for outreach and promotion
 - a. Needs to be in alignment with the church calendar and strategic goals.
 - b. Ensure the strategy is focused on increasing online engagement by an increase in interactions, subscribers and followers, likes and shares.
2. Create guidelines and procedures to achieve the work
3. Ensure the Springvale brand is developed, translated and consistent in graphics and wording
4. Implement a strategy for graphic designing and delivery
5. Managing external promotion online via social media advertising including;
 - a. Community Events
 - b. Outreach initiatives
 - c. And large events on Sundays
6. Employ and oversee third-party marketing company to create online strategy and promotions.
7. Engage Online
 - a. Engage with any comments on our social media profiles.
 - b. Engage with any inbox messaging on our social media profiles.
 - c. Ensure online engagement is inclusive, engaging and promotes spiritual growth.
8. Miscellaneous responsibilities
 - a. Create and oversee the budget for marketing and communications.
 - b. Attend weekly communication meeting onsite.
 - c. Attend all “all hands on deck” responsibilities.



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d. Track and maintain online engagement analytics and statistics.

Goals

1. Increased online awareness and engagement.
2. Consistent promotion and communication.
3. Consistent brand standards maintained.
4. Relevant graphics and communications that is easily understood.

Prerequisites

1. Professed faith in Jesus Christ demonstrated by biblical fruit in their life.
2. Familiarity with online platforms including Google, Facebook, Instagram, Snapchat & YouTube.

Assets

1. Experience in Adobe Photoshop, InDesign and Hootsuite.
2. Firm understanding of online advertising and analytics

Springvale Church welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

Interested applicants should submit a resume and cover letter to Ashley van der Walt, Worship and Arts Director by email : ashley@springvale.org

Last Updated: July 28, 2020