



LOGANVILLE CHRISTIAN ACADEMY SOCIAL MEDIA AND COMMUNICATION COORDINATOR

At LCA our mission is to develop students academically, spiritually, and socially for God's call on their life. As a team member, we strive to support students in each of these areas no matter where we serve.

CORE VALUES

- We follow Jesus.
- We build relationships.
- We never stop learning.
- We go the extra mile.
- We display integrity.

QUALIFICATIONS

Personal

- Good all-around health
- Gracious, courteous, friendly, likeable
- The ability to communicate well verbally and in written expression
- A servant spirit that can work under authority without pride and self-interest getting in the way
- A spirit of diligence, promptness, and organization
- A good sense of humor
- Flexible

Spiritual

- Loves Jesus and is in pursuit of a deep relationship with Him daily
- Actively involved in a body of believers
- A shepherd spirit in caring for the welfare of those under his/her charge

Job Description

As the Social Media and Communications Coordinator at Loganville Christian Academy, you will play a crucial role in enhancing our online brand presence and effectively communicating with our audience across various platforms. You will collaborate with the Marketing Department to develop and implement strategies that align with LCA's goals and values.

1. **Content Creation:** Develop engaging written, video, photo, and graphic content for LCA's social media channels and website.
2. **Social Media Management:** Publish and manage content on LCA's social media platforms, including Facebook, Instagram, and LinkedIn.
3. **Live Content Production:** Attend events and produce live social media content to showcase LCA's activities and engage with our online community.

4. **Photography:** Capture and edit high-quality images of classroom and social activities to support our online brand presence.
5. **Content Calendar:** Collaborate with the Marketing Department to create and maintain a social media calendar, ensuring consistent and timely content delivery.
6. **Trend Analysis:** Research current trends and audience preferences to create relevant and compelling content that resonates with our target audience.
7. **Website Updates:** Update the LCA website with relevant content and track SEO and web metrics to optimize our online visibility.
8. **Website Audit:** Conduct an annual review of the LCA website, focusing on key sections such as Admissions, About LCA, Fine Arts, Student Life, Academics, and Invest, to ensure accuracy and relevance.

Required Skills:

- Communication: Strong written and verbal communication skills to create engaging content and interact with our online community effectively.
- Social Media Management: Proficiency in managing social media platforms, including content creation, scheduling, and analytics tracking.
- Time Management: Excellent organizational skills to manage multiple tasks, meet deadlines, and prioritize effectively.
- Photography: Basic photography skills, including capturing and editing images for online use.

Software Proficiencies:

- Google Drive Suite
- Canva a/o Adobe Creative Cloud
- Hootsuite (or similar social media management tools)
- Social Media Platforms: Facebook, Instagram, and LinkedIn

Requirements:

- Previous experience in a similar role as a Social Media Coordinator or Communications Coordinator, with a proven track record of managing social media channels and creating engaging content.
- Ability to deliver compelling written and visual content that aligns with LCA's brand identity and values.
- Bachelor's degree in Communications, Marketing, or a related field is preferred.