Position Announcement
Social Media Coordinator/Copywriter

Lutheran Women in Mission (LWML) is seeking a talented and dedicated Social Media Coordinator/Copywriter to join our team. The ideal candidate will be a digital-savvy individual with a deep understanding of social media platforms and a passion for storytelling through compelling and impactful content that communicates our mission, engages our community, and drives support for our initiatives.

ESSENTIAL JOB FUNCTIONS:

- Develop and implement a comprehensive social media strategy aligned with the goals and mission of Lutheran Women in Mission.
- Create content calendars, considering key events, campaigns, and relevant industry trends.
- Develop creative and persuasive copy for a variety of platforms, including websites, social media, email campaigns, newsletters, and promotional materials.
- Produce engaging and shareable content for various social media platforms, including Facebook, Instagram, LinkedIn, and others.
- Craft compelling narratives that effectively convey the mission, values, and impact of Lutheran Women in Mission.
- Monitor and respond to comments, messages, and mentions in social media platforms.
- Foster meaningful interactions with followers, supporters, and other stakeholders.
- Research and interview grant recipients, volunteers, and donors to gather impactful stories that resonate with our audience.
- Translate complex information into accessible, engaging, and emotionally resonant narratives.
- Collaborate with the creative team to create and execute social media campaigns that align with fundraising and awareness initiatives.
- Utilize social media channels to promote events, campaigns, and organizational milestones.
- Ensure that all written content aligns with the brand voice, style guidelines, and messaging strategy for Lutheran Women in Mission.
- Collaborate with other creative team members to maintain consistency across various communication channels, and to gather content and share updates in real-time.
- Review and edit content to ensure accuracy, clarity, and grammatical correctness.
- Collaborate with cross-functional teams to refine and improve communication materials.
- Monitor social media metrics, track performance, and generate regular reports.
- Analyze data to assess the effectiveness of social media efforts and make data-driven recommendations for improvement.
- Stay up-to-date with social media trends, algorithm changes, and emerging platforms.
- Implement best practices and explore new opportunities to enhance the online presence of Lutheran Women in Mission.

EDUCATION AND EXPERIENCE:

- Bachelor’s degree in Communications, Marketing, Journalism, or related field.
- Proven experience managing social media accounts for a nonprofit or similar organization.
- Proven experience as a copywriter, preferably in the nonprofit sector.
- Previous experience working in LCMS-related capacity preferred.
KNOWLEDGE, SKILLS AND ABILITIES:
- Strong command of social media best practices, trends, and platform changes.
- Exceptional writing and storytelling skills, with a keen understanding of nonprofit messaging.
- Working knowledge of popular photo and video applications including Photoshop and Premiere Pro.
- Exceptional research and writing skills with a passion for storytelling.
- Ability to tailor messaging for diverse audiences and platforms.
- Creativity and ability to generate engaging content.
- Intermediate to advanced knowledge of Microsoft Office products (Word, Excel, PowerPoint).
- Familiarity with fundraising and donor communication strategies.
- Good organizational skills and enviable attention to detail; ability to meet deadlines while coordinating multiple projects and tasks.
- Ability to work collaboratively and creatively in a fast-paced environment.
- Ability to occasionally work evenings and weekends to meet expectations of this position.
- Supportive of and enthusiastic about LWML's mission and ministry.

SUPERVISORY RESPONSIBILITY: None

POSITION TYPE: Full-Time

SALARY: $48,000 - $52,500 per year plus comprehensive employee benefits package

REPORTS TO: Executive Director

LOCATION:
This position is based at our headquarters on the Concordia Seminary campus in St. Louis, Missouri. Remote work may be available.

APPLY:
Interested candidates should submit a resume and cover letter to careers@lwml.org. Please include “Social Media Coordinator/Copywriter – [Your Name]” in the subject line.

ABOUT LWML
The Lutheran Women’s Missionary League (LWML) is the leading women's organization of The Lutheran Church—Missouri Synod. Since 1942, LWML has focused on affirming each woman's relationship with Christ, encouraging and equipping women to live out their Christian lives in active mission ministries, and to support global missions. We're a nonprofit organization that encourages women to joyfully proclaim Christ, support missions, and to honor God by serving others.