

Social Media and Website Intern

Job Description and Duties

We are currently seeking an individual to help us grow and maintain our online presence in the dual role of Social Media and Web Design Intern. This part time position is a 4-month time commitment, with the option to renew based upon a performance review at the end of the time period. Start date is January 22, 2023.

Website

The Website part of this position will have you creating engaging content and pages on our website. In the process you will learn our content management system, display fantastic content creation and writing skills, and utilize layout and web design skills for desktop and mobile interfaces. You may be asked to use search engine optimization and other means of promotion to increase our online presence. Since the website is often the first impression—or “lobby”—of our church, you will suggest and implement strategies to reach and engage our target demographic.

Website duties include:

- Regularly updating the content of newcovchurch.org to best address the needs of our target demographic.
- Quality control of all content published on newcovchurch.org.
- Ensuring newcovchurch.org is continuously aligned with the vision and mission of New Covenant Community Church.
- Performing research on current benchmark trends and audience preferences.
- Measuring the effectiveness of newcovchurch.org using appropriate metrics.
- Maintaining/promoting the online calendar of events.
- Creating occasional landing pages for special events/seasons (e.g. Christmas, Easter).

Social Media

The Social Media part of this internship involves creating content for social media, managing posts and responding to followers. You will engage guests and members online in a way that communicates our mission and vision. We expect you to be up-to-date with the latest digital technologies and social media trends. Excellent communication skills and creativity are needed to best express New Cov’s views online. Ultimately, you will increase and maintain online engagement and traffic to our website and our church.

Social Media duties include:

- Being the voice of New Cov on social media.
- Creating, scheduling, and posting on Facebook (/newcovchurch) and Instagram (/newcovlincoln).
- Developing a strategy for optimal use of our social media channels.
- Responding to followers within 24 hours.
- Maintaining a schedule that reaches and engages our target demographic.

- Coaching the staff on best practices when interacting online with our congregation and potential guests.
- Monitoring SEO and web traffic metrics.
- Suggest and implement new features to develop brand awareness.
- Being available or arranging to capture photos and videos at events or moments at the church.

Other Details

The Website and Social Media Intern will spend 10-20 hours per week on the duties outlined above. One to two hours per week will be spent meeting with the staff on Monday afternoons. Some work can be done remotely. Time sheets must be submitted each week. In this dual role, you will work closely with the Pastor of Discipleship on website responsibilities, and the Pastor of Worship on social media responsibilities.

This is a paid position. The hourly wage will be determined based on experience.

Please submit your resume and any questions to bret@newcovchurch.org.