

Social Media Coordinator



Mission

To advance Generations' mission of Passing on the Faith by growing our digital presence, strengthening relationships with influencers and partners, and cultivating engaged online communities that understand, trust, and champion our products and biblical worldview. This role sits at the intersection of social media strategy, influencer relations, and community building—turning awareness into trust, and trust into long-term engagement..

Responsibilities

Social Media Strategy & Execution

- Develop, implement, and manage Generations' overall social media strategy across all major platforms (Facebook, Instagram, X, Pinterest, LinkedIn, YouTube, etc.).
- Oversee and manage all Generations social media accounts.
- Create and maintain a strategic social media calendar in collaboration with the Marketing Director.
- Write and publish clear, engaging, mission-aligned posts following current platform best practices.
- Define key performance indicators (KPIs) and measure the success of social campaigns.
- Monitor, analyze, and report on performance metrics to inform ongoing optimization.
- Stay current on social media trends, tools, and emerging platforms.

Influencer & Partner Relations

- Identify, build, and steward relationships with influencers, podcasters, and bloggers within the Christian, homeschooling, and family discipleship space.
- Match Generations' content, products, and campaigns with influencers who would benefit from and authentically support them.
- Develop creative co-marketing opportunities, collaborations, giveaways, launches, and cross-promotions.
- Serve as an internal connector—keeping influencers aligned with major initiatives, releases, and campaigns.

Community Management & Customer Education

- Manage and grow Generations' online communities, specifically Facebook Groups.
- Foster healthy, welcoming, mission-aligned discussion and engagement.
- Build genuine relationships with customers and community members.
- Monitor conversations, respond thoughtfully, and guide discussions when needed.
- Educate our audience about Generations' products, resources, and their practical benefits for family discipleship and homeschooling.
- Surface insights, feedback, and recurring questions to the marketing team.
- Help turn customers into advocates by cultivating trust and shared purpose.

Collaboration & Internal Alignment

- Work closely with the Marketing Director.
- Ensure consistent messaging across social, influencers, and community channels.
- Support launches, campaigns, events, podcasts, and major announcements.
- Serve as a creative thought partner within the marketing team.

Work Arrangements

This is a part-time remote position, estimated at 20 hours per week, with a flexible schedule. \$18-25/hr depending on experience. We're looking to hire someone who will be committed for 2+ years.

Characteristics

Qualifications and Experience

- Strong alignment with and enthusiasm for Generations' mission, theology, and vision.
- Deep familiarity with the homeschooling and Christian family space.
- Several years of experience in digital marketing, social media management, influencer relations, or community management.
- Proven ability to build authentic relationships online and offline.
- Excellent written and verbal communication skills—clear, warm, and mission-driven.
- Highly organized, self-directed, and comfortable managing multiple initiatives simultaneously.

Skills & Tools (Helpful, Not All Required)

- Social platforms: Facebook, Instagram, X, Pinterest, LinkedIn, YouTube
- Social media management tools (Metricool, etc.)
- Analytics and reporting
- Canva and/or Adobe Creative Suite
- Video editing basics
- Google Workspace

Initial Reporting Relationship

Marketing Director