



**“GO into the whole world and proclaim the Gospel!” - Mark 16:15**

## Digital Media Coordinator

*Please note: The role described below is a self-funded role. Much like FMC’s foreign missionaries must raise financial support before being sent out to the nations, the successful applicant for this role will also have to fundraise his or her entire salary. More details below.*

People all over the world are living and dying every day without knowing the love of Jesus. Founded in 1997, Family Missions Company (FMC) exists to address this injustice. We are an apostolate of lay, Catholic foreign missionaries committed to sharing the Gospel, serving the poor, and making disciples. When we share the Good News and make real friendships with the poor, lives are transformed, hope is restored, and the Kingdom of God grows!

This position is an extraordinary opportunity to support FMC’s mission by growing our digital footprint and communicating our mission to a growing audience across all of our digital channels. The Digital Media Coordinator must be highly energetic, organized, familiar with FMC’s mission (or willing to learn), and passionate about communicating our mission to the world. This role will report to the Manager of Media, Communications, and Marketing. This position can be based out of FMC’s office at Big Woods Mission south of Abbeville, Louisiana, but remote applicants will also be considered.

### PRIMARY RESPONSIBILITIES

As part of the Mission Advancement Department, the Coordinator will work with all departments and teams, as well as with our missionaries in the field, to execute FMC’s digital media strategy. Guided by the FMC Style Guide, this role will include developing informative, creative, fun, and engaging content for use across all of our print, audio, email, and digital channels.

### OTHER RESPONSIBILITIES

- Create a variety of content related to foreign missions, evangelization, and the Catholic faith, including missionary glory stories, mission post updates, spiritual reflections, etc.
- Take ownership of engagement and growth of our digital footprint, including reviewing social media and email campaign analytics to determine what works and what doesn’t, following new digital trends that develop over time, and running digital media ads.
- Create a digital media schedule for content on Facebook, Instagram, and YouTube, posting every day Monday-Friday with at least one video/reel each week.
- Engage with FMC’s followers, responding *within two days* to comments and messages.
- Engage the social media posts of other Catholic apostolates and missionary organizations and occasionally share them on FMC’s channels.
- Repurpose and share online content that features FMC.



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- Collaborate with other FMC departments to support their initiatives, including designing fundraising and vocations campaigns, promoting mission trips, and posting staff openings.
- Work with the Formation Team to give digital media presentations to all new missionaries.
- Develop creative ways to invite more FMC missionaries & staff to contribute content.
- Post our weekly blog on FMC Wordpress and schedule its delivery via Emma Newsletter.
- For SERVE magazine, assist with choosing the theme, selection of articles, editing photos, and designing graphics for each issue.
- Assure that all files are backed up regularly on the team Google Drive, as well as help manage the photo archive in Cloudinary, including filing and keyword tagging images from missionaries, events, and mission trips.

## QUALIFICATIONS AND REQUIREMENTS

The ideal candidate will be motivated, capable of working independently but also a great teammate, an excellent communicator, highly organized, and possess the following qualities:

- Practicing Roman Catholic in good standing with the Church.
- Has strong, personal alignment with FMC’s mission to share the Gospel, serve the poor, and make disciples of all nations.
- Possesses the Core Values of FMC and a desire to grow in them.
- Possesses a desire to join in FMC’s prayer and community life.
- Possesses a humble, coachable spirit and is eager to receive feedback.
- Passionate about sharing FMC’s mission and building trusting relationships with people within FMC and beyond.
- Takes joy in working as a servant-leader and pursuing excellence in work.
- Ability to deliver clear and compelling content in many forms – written, verbal, visual, audio – to diverse audiences.
- Possesses superior organizational, project management, and time management skills to ensure the successful execution of work with often competing deadlines.
- Experience with Google Workspace, Canva, Adobe Creative Cloud apps, Adobe Lightroom, Emma, Wordpress, Final Cut Pro, and Salesforce (preferred).
- Willingness to travel.

## COMPENSATION

As full compensation for all services provided, the expected monthly salary range is \$3,083.33 per month, equalling \$37,000 per year for services rendered, as outlined in FMC’s Policy and Procedures Manual. Such payments shall be subject to such normal statutory deductions by FMC. As mentioned above, compensation at the aforementioned rate will be dependent upon the Coordinator successfully fundraising his/her salary. FMC staff in self-funded roles fundraise their entire economic footprint at FMC, including any payroll taxes or other expenses.