



Cru Missionary Order Job Description

Job Title: Sightline-Social Media Coordinator

Business Title: Sightline-Social Media Coordinator

Job Code: MEDCO-Media Coordinator

Ministry & Team: Sightline/Content

Reports to (position not person): Sightline-VP of Content

Location: Onsite in Orlando, FL (hybrid schedule available)

Created By: Brock Anderson 09/03/2025

Approved By: Vivian Bailey 09/05/2025

Role Description: The Social Media Coordinator assists with the content creation, posting, managing, and scheduling for our social media channels at Sightline. These channels include Facebook, Instagram, X, and YouTube. The Coordinator will also assist with editing and placing video content within other digital channels, including Riverside, Thinkific, and the Sightline website. This role will include video editing responsibilities, so video editing experience is a “must-have.” This includes editing video content, optimizing video for specific digital channels, and occasionally assisting with the filming of video content. Because the coordinator will be creating content for an apologetics ministry, basic knowledge of apologetics concepts is highly desired. This position will report directly to the VP of Content.

Our Mission:

Our mission is to win, build, and send Christ centered multiplying disciples who launch spiritual movements.

Cru Missionary Expectations:

As a Missionary Staff Member of the Cru religious order, the individual performing this role holds a position of spiritual leadership and is expected to seek to live a life that is holy and that follows Jesus' teachings and example of love and humility, considering the interests of others ahead of their own. They are expected to carry out this role in a manner that seeks, individually and with others, the guidance of the Holy Spirit through prayer. Practically this entails:

- Actively and intentionally growing in his or her Christian faith.



- Exhibiting Christian character through attitude and conduct with others in the workplace and in daily life as outlined in the 'Missionary Staff Rights and Responsibilities' section of the employee handbook.
- Expressing a dependence on the Holy Spirit in the performance of his or her duties.
- Take, diligently keep, and annually affirm the Cru Religious Order Vows.
- Practicing, teaching, and equipping others to practice evangelism, discipleship, dependence on the Holy Spirit, confession of sin, and worship and praise, contributing to the fulfillment of the Great Commission.
- Engaging in Bible study, prayer, training and development, most frequently with your team, but as Cru requires as well.

Job Duties

- Create posts for social media content across all social channels
- Coordinate and schedule posts across the ministry's social media calendar
- Collect and report social media analytics in monthly intervals
- Edit video content within video platforms (Riverside, Premiere Pro, and Davinci)
- Assist with filming video content to ensure optimal lighting, sound and recording equipment.
- Edit longer-form video content into shorter content pieces for use in social media
- Optimize video content (according to channel specifications) for the various digital platforms
- Work alongside Sr. Digital Marketing Specialist to plan and create video content strategies

Financial Stewardship:

- Cru Religious Missionary Order Staff are expected to maintain a positive balance in their staff account, properly administer financial resources, and communicate consistently with his/her ministry partnership team.

Other Functions:

- Demonstrate and model personal spiritual discipline and assist in development of an environment on the team where individual team members grow in their own Christian walks.
- Personal development - engage in the Staff Development process including creating and implementing a Personal Development Plan (PDP) targeting areas of growth.
- Perform related duties or special projects as assigned
- Attend the Ministry's bi-monthly staff meetings, weekly team meetings, weekly prayer times, biennial retreat and Cru semi-annual days of prayer

Supervisory Responsibilities: None

Knowledge of:



Sightline™
A CRU MINISTRY



- Social media coordination (advanced)
- Social media communication strategies (Intermediate)
- Knowledge of basic apologetics concepts (Intermediate)
- Video editing (advanced)
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- Adobe Premiere Pro (Advanced)
- General video editing software (Advanced)
- Riverside.fm platform (intermediate/preferred)
- Social Media platform management (intermediate)
- General Digital Marketing best practices

Ability to:

- Edit video content for diverse digital platforms
- Adapt long-form footage into short, compelling social media clips
- Manage multiple creative projects and meet monthly deadlines
- Collaborate with team members to align video work with content strategy
- Integrate spiritual insight and dependence on the Holy Spirit in creative work

Certifications, Licenses, and Registrations: None

Education & Work Experience Required:

- Minimum of 5 years' experience in social media management required
- Minimum of 3 years' experience in video editing required
- Bachelor's degree in marketing, communications, journalism or a related field preferred
- Experience working within Cru or a similar ministry context strongly preferred

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS/ABILITIES:

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel; and talk and/or hear. The employee frequently is required to walk and sit. The employee is occasionally required to stand and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision.