



DIGITAL COPYWRITER & SOCIAL MEDIA COORDINATOR

Job Title: Part-Time Digital Copywriter and Social Media Coordinator

Reports to: Marketing & Communications Director

Location: Hudsonville Christian School, Hudsonville MI

Job Type: Part-Time

Hours: 12-16 hours per week

Hudsonville Christian School is a PS-8, faith-based educational institution dedicated to providing a Christ-centered academic experience in a nurturing Christian environment. We are seeking a talented and passionate individual to join our team as a Part-Time Digital Copywriter and Social Media Coordinator. The Digital Copywriter and Social Media Coordinator will be responsible for telling the story of what God is doing at HCS through creating engaging content, managing our social media presence, and keeping our website up-to-date. This role is perfect for someone who loves storytelling, has a keen eye for design, is a dedicated Christ-follower, and is passionate about Christian education.

Key Responsibilities:

- **Content Creation:** Develop compelling copy for our website, social media platforms, newsletters, and other digital channels. Note: Photographers and Videographers are used for separate, high-level content to be used on the website and print production pieces.
 - **Social Media Management:** Manage and grow our presence on Facebook and Instagram, including planning, scheduling, and posting content.
 - **Website Updates:** Regularly write new copy and manage photos on the school's website to ensure information is current and visually appealing.
 - **Brand Consistency:** Ensure all content aligns with the school's mission, values, and branding guidelines (voice, tone, personality, colors, fonts, etc.).
 - **Engagement:** Monitor and respond to comments and messages on social media in a timely and professional manner.
 - **Collaboration:** Work with staff and teachers to gather content and highlight school events, achievements, and stories. Work with a photography and videography vendor to plan and capture images and videos for website use.
 - **Analytics:** Track and report on social media metrics to assess performance and inform future strategies.
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Qualifications:

- Strong writing, editing, and proofreading skills, specifically writing for storytelling purposes.
- Experience capturing and editing video footage and photography using a smartphone.
- Experience managing social media accounts, particularly Facebook and Instagram.
- Proficiency in creating Reels, Stories and Posts.
- Basic knowledge of web content management systems (e.g., WordPress).
- Excellent communication and interpersonal skills.
- Ability to work independently and manage multiple tasks.
- Passion for Christian education and alignment with the school's mission and statement of beliefs.

Preferred Qualifications:

- 3-5 years writing for marketing, advertising and/or social media; previous experience in a similar role.
- Degree in related field.
- Experience in graphic design and photo editing.

Other Details

Schedule: This is a part-time position with flexible hours, requiring one full office day (prefer Monday) with other hours to be used based on weekly tasks, school events (will include some predetermined evening commitments) and Marketing Director discretion. This will likely equate to 12-16 hours per week.

How to Apply: Interested candidates should submit a resume, cover letter, and samples of copywriting/social media work to lfuller@4hcs.org.

Join us in telling the story of a God who is at work here at HCS, through engaging and meaningful digital content!