

Visual Media Coordinator

Second Baptist Church | Conway, AR

Objective: As the Visual Media Coordinator, you will lead and execute all visual communication, branding, and digital storytelling for the church. This role is responsible for shaping how the mission and ministries of Second Baptist are seen, experienced, and shared—both within the church family and throughout the community.

You are:

- A follower of Christ with a strong desire to plug into a great church family
- A leader with strong time management, organization, and teamwork skills
- Comfortable with managing schedules and overseeing projects
- Willing to be a committed part of the 2ND Family

The Job:

- Graphic Design, Creative Arts, and Storytelling
 - Design visually compelling graphics for sermon series, events, ministries, signage, and social media
 - Capture, create, and edit creative content (both photos and videos) that highlight church events, promote ministries, share testimonies, and tell stories of life change
 - Help maintain and evolve the church's brand identity to ensure consistency across all channels by leading creative initiatives that visually support sermon series, events, and outreach efforts
- Social Media Management
 - Oversee and manage all church social media accounts (Instagram, Facebook, YouTube, etc.) to align with church culture, voice, and mission
 - Develop and schedule weekly content, including reels, posts, stories, and live video, that is both missional and engaging—celebrating church life and inviting the community into what Christ is doing
- Website and Digital Communication
 - Help maintain and update the church website with relevant content, graphics, and event information
 - Assist in producing engaging email newsletters, event promotions, and digital announcements that clearly communicate upcoming opportunities
- Creative Team Leadership
 - Recruit, train, and lead volunteers in creative roles (photographers, designers, video editors, etc.)
 - Encourage a team culture that is joyful, innovative, and rooted in gospel-centered purpose that supports and executes the vision of the Pastors.

Qualifications:

- Proven experience in graphic design, marketing, and social media management
- Strong proficiency in design tools (Adobe Creative Suite or equivalent)
- Solid understanding of branding, visual storytelling, and digital communication
- Ability to manage multiple projects, meet deadlines, and work independently
- Strong communication and collaboration skills