

## Job Description: Social Media & Book Marketing Coordinator/Specialist

**Salary:** \$40,000—\$50,000, though previous experience will be strongly considered

**Location:** Charlotte, NC/Hybrid

**Benefits:** Profit-sharing bonuses, multiple healthcare plan options—including additional vision and dental coverage—competitive time off, including PTO, paid holidays, and sick time, plus extra leave specifically for participating in camps and missions trips, a 50% staff discount on all TGBC resources, and one free book per month.

### The Role

The Good Book Company exists to provide biblical, accessible, and relevant resources to the global church.

As our **Social Media & Book Marketing Coordinator / Specialist**, you will have a dual focus: developing a digital community through social media and supporting the strategic marketing of our books. You will be the voice of our brand, translating the heart of our books into engaging social conversations that help turn followers into readers. Additionally, you will act as a project manager, supporting the marketing of selected book launches.

### Key Duties And Responsibilities

- Maintain and communicate a consistent, engaging brand voice across platforms such as Facebook, Instagram, and X/Twitter
- Nurture and expand an online audience through reels, polls, Q&As, quizzes, and other interactive formats
- Coordinate and execute social media content in alignment with wider marketing strategies, including writing captions, scheduling posts, and coordinating with designers to develop compelling graphics
- Oversee our paid social media advertising strategy, working in collaboration with external agencies
- Coordinate social media-led giveaways and other lead generation campaigns
- Monitor, analyse and report on social media performance data, using insights to improve reach and effectiveness
- Suggest and implement new ideas and experiments to grow audience engagement
- Project manage up to 12 book launches per year, supporting strategic marketing efforts
- Work collaboratively with the wider Marketing Team to unify social media and book marketing initiatives

## Qualifying Knowledge, Attributes and Experience

### Required

- Alignment with The Good Book Company's aims, values, and statement of faith ([thegoodbook.com/about](http://thegoodbook.com/about))
- Experience and familiarity with social media platforms (either personally or professionally), with enthusiasm for daily use
- Videography and photography skills for creating compelling social media content
- Strong written communication skills and an intuitive understanding of engaging an evangelical Christian audience
- Proactive mindset with the ability to identify trends and suggest solutions
- Organised, inquisitive, and eager to learn
- A collaborative team player who enjoys supporting others and contributing to shared goals

### Desirable

- Understanding of Google Analytics
- Experience with boosting posts and social media paid advertising
- Knowledge of SEO best practices
- Degree in marketing or a related field
- Experience writing, editing and proofreading content
- Experience working in Christian publishing