

DIGITAL MINISTRIES DIRECTOR, ONLINE CAMPUS

Position Title: Digital Ministries Director

(Full-Time; Non-Exempt Position)

Date: May 2021

Supervisor: Online Campus Pastor

Purpose: To champion the vision of connecting people to Christ through Digital Discipleship and provide opportunities for people to meet Christ in the online church and in the digital community. This is primarily carried out by creating creative and engaging digital environments on social media and our online campus.

PRIMARY DUTIES:

1. Work with the Online Campus Pastor to create compelling content, engaging stories, and encourage attendance and engagement in online church opportunities.
2. Create, prepare, and produce online services and social media content.
 - a. Work closely with the online campus pastor to develop and execute strategies for using videos, graphics, set design and other creative elements on Facebook groups/Online campus. With the goal to engage people relationally, attract new individuals to online offerings, and move people towards discipleship and service opportunities
 - b. Oversee and coordinate the video recording of everything needed to create online service; including music/worship, message, announcements, storytelling, and Online Campus Pastor introduction and response segments, utilizing these elements for social media use as well.
 - c. Responsible for delivery and scheduling of online streaming to various platforms and locations, and troubleshooting any technical problems that may arise.
3. Relationally recruit, train, and work with other staff and key volunteers to be sure that proper quality video footage is scheduled and recorded regularly.
4. Establish systems to measure and evaluate effectiveness of all communication efforts.
5. Manage production timelines and meet weekly deadlines for the delivery of online content.
6. Understand both the intended audience and the message that needs to be delivered
7. Serve as a dedicated team member, assisting with other items as needed by the Crosspoint Online Campus Pastor.
8. Uphold the Staff Covenant.

SKILLS DESIRED:

1. Dedicated Follower of Jesus
2. Skill and experience in creative digital expressions
 - a. Skilled in Adobe Premiere Pro and After Effects
 - b. Skilled in Photoshop and Lightroom
 - c. Experienced in Illustrator and InDesign
 - d. Proficient in using Microsoft Office Suite including Word, Excel, and Outlook

- e. Familiar with DSLR and DSLM cameras and multi-cam broadcast environment and equipment
- 3. Team player
 - a. Openness and buy-in to the online model/strategy and believes that community and relationships can be built online
 - b. Ability to work as a team and always portray the church, staff, and ministry in the most positive light in the church as well as in the community
 - c. Recruit, train, and motivate their team; must be a true collaborator
- 4. Able to receive constructive feedback, but at the same time lead our videos and photos to the next level.
- 5. Be up to date on modern video editing techniques.
- 6. Not just passionate about communication, strategy, social media or content but desires to see people take steps toward spiritual maturity as a result
- 7. Proactive and self-motivated person that thrives on ministry innovation and finding solutions
- 8. Studies and understands online ministry, technology platforms, and social media strategy with an emphasis on a broad understanding and expertise of Facebook.
- 9. Not afraid to risk or try new things regularly, or to stop great ideas that simply didn't work. Ability to change directions/pivot towards a new idea or way of doing things if the current plan isn't effective.
- 10. Marketing and Communication experience
- 11. Strong leadership and relational skills; manage projects and people well, able to delegate tasks more often than keep them.

KEY PERFORMANCE MEASUREMENTS:

- 1. Excellence in online worship services, evaluated by:
 - a. Smooth transitions and high quality final product
 - b. Limited mistakes
 - c. Limited last minute adjustments
- 2. Success in recruiting volunteers to help with all aspects of their job.
- 3. Volunteers believe they are empowered and equipped.
- 4. Relational connections occurring on social media (empowered by content you create, not necessarily your own personal connections).
- 5. Keep the creative process for online strategies planned out at least 3-4 weeks.
- 6. Chemistry and unity within the larger staff team, and the Creative Team.

CONTINUING EDUCATION DESIRED:

Attend seminars, workshops and conventions appropriate to Digital Ministry as requested and approved by supervisor.