

**DIGITAL MINISTRIES ASSISTANT, ONLINE CAMPUS**

Position Title: Digital Ministries Assistant, Online Campus

(Part-Time; 10-15 Hours Weekly, Non-Exempt Position)

Date: July 2022

Supervisor: Online Campus Pastor

Purpose: To assist in connecting people to Christ through Digital Discipleship. This is primarily carried out by creating 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. 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.
3. Train and work with other staff and key volunteers to engage the online campus Facebook pages and weekly worship services.
4. Add prospects and update the online campus database.
5. Receive incoming messages and inquiries to the online campus and follow through in communicating with those inquiries.
6. Proofread and review the online content before it is posted.
7. Manage content timelines and meet weekly deadlines for the delivery of online content.
  - a. Scheduling daily posts in conjunction with the online campus pastor.
  - b. Preparing other necessary announcements and graphics.
  - c. Developing a content/events calendar.
8. Provide insight and feedback in online ministry, technology platforms, and social media strategy with an emphasis on Facebook by serving as a dedicated team member,
9. Assisting with other items as needed by the Crosspoint Online Campus Pastor.
10. Uphold the Staff Covenant.

**SKILLS DESIRED:**

1. Dedicated Follower of Jesus
2. Ability to multi-task
3. Detail-Oriented
4. Skill and experience in creative digital expressions
  - a. Knowledge of Adobe and Microsoft Office including Word, Excel, and Outlook.
  - b. Knowledge of Photoshop
  - c. Skilled in other Content creating platforms
5. Team player
6. Quick Learner
7. Openness and buy-in to the online model/strategy and believes that community and relationships can be built online.

8. Be up to date on video editing techniques.
9. Proactive and self-motivated person that thrives on ministry innovation and finding solutions.
10. Marketing and Communication experience

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#### **KEY PERFORMANCE MEASUREMENTS:**

1. Success in training volunteers to help with all aspects of their job.
2. Volunteers believe they are empowered and equipped.
3. Relational connections occurring on social media (empowered by content you create, not necessarily your own personal connections).
4. Keep the creative process for online strategies planned out at least 3-4 weeks.
5. Chemistry and unity within the larger staff team, and the Creative Team.

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#### **CONTINUING EDUCATION DESIRED:**

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