

JOB DESCRIPTION

DIRECTOR OF DIGITAL MINISTRY

VIENNA PRESBYTERIAN CHURCH

JOB CATEGORY: Director

POSITION TITLE: Director of Digital Ministry

CLASSIFICATION: Full time, Exempt, Salary

REPORTS TO: Associate Pastor - Worship & Adult Discipleship

DIRECT REPORTS: Digital Experience Manager

SUMMARY OF THE POSITION

This person will lead the design, development and implementation of a Digital Ministry at VPC.

The goals of our Digital Ministry are to:

1. Reach significant numbers of people not actively engaged with us today
2. Increase our on-line presence and awareness in our (local) community
3. Improve the digital experience (including on-line worship) when interacting with VPC

Responsibilities include: expand and leverage VPC's digital presence and platforms to create meaningful connections with others while telling the stories of the Church through non-traditional mediums; engage the online community as both an extension of and an integral part of our physical church community; monitor metrics for online church service and create/manage the strategy to encourage watchers of online church services to engage and move through their spiritual journey and to attend in-person church service; and oversee social media presence across all platforms.

MAJOR TASKS, DUTIES AND RESPONSIBILITIES, ESSENTIAL FUNCTIONS

- Develop a digital/social media ministry vision and comprehensive strategy for in-person and online communities.
- Assess VPC's digital marketing environment, audience profiles, needs and requirements, and develop a comprehensive plan that identifies prioritized areas of focus, establishes targets and timeframes, evaluates progress attaining objectives at regular intervals and refines plan as needed.
- Define communication objectives applicable to current and future digital channels of VPC.
- Create compelling digital experiences for both the in-person and online communities.
- Work with the Communications Manager and Digital Experience Manager on a day-to-day basis to execute VPC's digital/social media strategy.

- Write/create necessary content for online platforms, including scripts and stories, for online offerings as well as social media outreach to drive online engagement that points people to Jesus.
- Collaborate with Ministry Directors to measure engagement and ensure alignment with VPC standards and best practices in all areas of ministry.
- Filter a wide array of possible solutions into a concise digital plan within our church's budget.
- Other duties as assigned.

Worship Media Ministry

- Work with worship planning and other staff to prepare all slides, announcements, graphics and video for worship services both in-person and online.
- Using themes, videos and specific designs to help support, enhance and create a meaningful worship experience.
- Work collaboratively with the audiovisual team to ensure seamless streaming services for Livestream and Church Online Platform (CHOP).
- Create video vignettes for each area of ministry to stay connected to the community as well as to tell a story, celebrate, and highlight each area of ministry.
- Stay current and continuously evaluate online platforms, technological trends and innovations as a basis to recommend changes in VPC digital processes and related outreach.
- Build and supervise a team of volunteers to serve as part of our Digital Ministry efforts.
- Control the online worship tools and technology to meet and engage the people who are watching online.

Social Media

- Create social media content that helps engage our brand identity and message.
- Build a social media plan, create content and schedule posts.
- Serve as the administrator for church social media accounts.
- Post and reply on social media professionally as the voice of the church.
- Create, implement and track digital media campaigns for multiple ministries.
- Analyze social media trends and metrics, such as new user growth, fan likes, comments and shares, and report these numbers on a weekly basis.
- Monitor online reviews, posts, and comments, responding quickly with thoughtful, grace-filled replies.

QUALIFICATIONS

- Deep understanding of the Christian faith including the various stages of spiritual development.
- Minimum five years related experience or social media manager role.
- Bachelor's degree or equivalent experience in Digital Marketing, Visual Arts and/or Communications.
- Strong people skills with a gift for clear and appropriate communication.
- Excellent marketing, communications, and promotional skills.
- Computer expertise across a wide variety of platforms.
- Experience in video production, editing, and photography.

- Good understanding of database mining and demographic marketing.
- Excellent organizational and time management skills; ability to consistently meet deadlines.
- Affirm the values, vision, and mission of VPC and is willing to be guided by them.
- Non-profit (particularly church) experience preferred.

WORKING CONDITIONS

The working conditions of the Digital Ministry Director are those of a normal office environment and will include some evening and weekend hours. The physical demands are those necessary to successfully perform the essential functions of the position. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.