

TRINITY LUTHERAN CHURCH  
CAMP HILL, PENNSYLVANIA

Number 1.20.27

Subject Job Description: Director for Digital  
Media

Effective Date 06/15/2020

Committee Administration & Personnel

### **Job Summary**

The Director for Digital Media provides leadership and oversight for the overall digital strategy and presence of Trinity, Camp Hill and its ministries.

**REPORTS TO:** Director of Communications and Lead Pastor

**STATUS:** Part-time

**FLSA:** Hourly Non-Exempt

### **ESSENTIAL FUNCTIONS:**

- Oversees the church's social media networks
- Trains staff and volunteers on best social media practices
- Creates, manages and improves content for each social media network
- Creates and informs staff of social media policies
- Promotes and tells the story of Trinity, Camp Hill on social media.
- Develops a digital presence strategy for the church.
- Develops new marketing channels for the church.
- Develops a culture that encourages sharing on social media amongst both the staff and the church members.
- Supports and facilitates digital media for living streaming worship.
- Supports and facilitates digital media for faith formation ministries.
- Oversees all social media channels of Trinity through 24/7 monitoring of both content from the church channels and response from the social media audience.
- Maintains the username and passwords for the social media networks along with who has access to them.
- Oversees and manages volunteers who assist in social media.
- Regularly advises church leadership on areas in social media.
- Gives church leadership regular updates on social media metrics.
- Creates content for each social media channel. This content may be pulled from Sunday announcements, special events or morning worship.
- Monitors content on each social media channel and improves content to ensure that each channel is getting largest reach possible.

- Updates social media and informs staff of changes as necessary.

#### **OTHER RESPONSIBILITIES:**

- Serves as advisor to the Publicity and Communications Team
- Participates regularly in training conferences and study for continuing personal and professional development.
- Participates in staff meetings and retreats.
- Performs other duties as may be assigned by the Lead Pastor.

#### **MINIMUM QUALIFICATIONS:**

- Bachelor's degree or equivalent experience
- Two years experience desired
- Computer proficiency in MS Office Suite or equivalent
- Broad knowledge and experience in major social media channels such as Twitter, Facebook, Instagram, Pinterest and Google+.
- Strong organizational skills

#### **PHYSICAL REQUIREMENTS:**

- Ability to communicate orally and in writing.
- Ability to listen to staff, members, and community.

#### **CORE COMPETENCIES:**

- **Teamwork**  
Works well with others. Cooperates and maintains positive attitude as part of a team. Recognizes and respects other's point of view. Displays willingness to help outside area of responsibility.
- **Communication**  
Expresses oral and written ideas clearly. Exercises good listening skills and requests clarification if unsure how to proceed. Keeps employees and colleagues informed. Respects and protects confidential information. Presents information in a clear and concise manner.
- **Problem Solving**  
Considers alternatives and possible consequences before making decisions. Reduces problems into manageable segments. Knows when to seek help with a problem resolution.
- **Job Knowledge**  
Demonstrates competence in technical knowledge and skills. Proficient in using established techniques and procedures, references, materials and equipment. Keeps current with new developments in technology and office operations.

- **Planning & Organizing**

Identifies and organizes projects and resources to meet objectives. Determines priorities and anticipates contingencies. Completes assignments in a timely manner according to priorities and requests.

- **Integrity**

Shares complete and accurate information. Maintains confidentiality. Adheres to organizational policies and procedures. Meets own commitments.

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Staff Signature

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Date

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Supervisor Signature

\_\_\_\_\_  
Date

DRAFT