

TRINITY LUTHERAN CHURCH
CAMP HILL, PENNSYLVANIA

Number: 1.20.27

Subject: Job Description: Director for Digital
Media & Ministry Coordinator for Faith Formation

Effective Date: 1/19/2024

Committee: Administration & Personnel

Combined Job Summary

This Hybrid position combines both the Director for Digital Media and Ministry Coordinator for Faith Formation in one role. **Section I** details the duties of the Director for Digital Media and **Section II** details the duties for Ministry Coordinator for Faith Formation.

REPORTS TO: Director of Communications, Director of Faith Formation and Lead Pastor

DIRECTLY SUPERVISES: volunteers

EVALUATOR: Director of Communications, Director of Faith Formation, Lead Pastor

STATUS: Part-Time / Flexible, up to 30 hours per week

FLSA: Hourly Non-Exempt

Section I: Director for Digital Media

Job Summary

Provides leadership and oversight for the overall digital strategy and presence of Trinity Camp Hill and its ministries.

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 all livestreamed events and services.
- 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.
- 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.
- Creates all digital images for Trinity. This includes presentation slides for announcements, countdown videos, images for the website and social media accounts.
- Produces videos for use on social media and for in-person activities. This includes the recording of the videos and editing.
- Updates the website when necessary with new images and content.
- Updates the weekly eblast with new images and content.
- Oversees the volunteer webmaster and assists when a volunteer is not available. This includes making sure that all information on the website is up to date.
- Acts as the contact person with our web hosting services and manages contracts.

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 and Adobe Apps (or other video/photo editing software)
- Broad knowledge and experience in major social media channels such as Twitter, Facebook, Instagram, and YouTube
- Strong organizational skills

PHYSICAL REQUIREMENTS:

- Working conditions are normal for an office environment.
- Travel to purchase supplies or to attend off-site events could be required.
- Ability to lift up to 25 pounds.

Section II: Ministry Coordinator for Faith Formation

JOB SUMMARY

Faith Formation is the process by which we engage our congregation and community to form fully devoted followers of Jesus. Through worship, connecting others with God and neighbor, and acts of service we become the people God intended.

Trinity Lutheran Church's Faith Formation Ministry serves the entire congregation. The Ministry coordinator will ensure that the logistical needs of the leaders and volunteers are met.

ESSENTIAL FUNCTIONS:

- Ensure that all volunteer leaders have the resources necessary to execute programs.
- Coordinate with TLC staff to ensure all program details have been addressed including arranging for appropriate space, ensuring program advertising and news is communicated to the congregation, provide onsite support for programs and events as needed.
- Facilitate the development of a handbook with documentation and guidelines of best practices to serve as a knowledge transfer to new volunteers or staff. It would be developed to provide turnkey readiness for a program assigned to a volunteer to own for the year.
- Work with Trinity communications staff to ensure all communications regarding Faith Formation are issued in a timely manner to the congregation.
- Regularly, work will include being onsite for Faith Formation programs, including Sunday mornings.

OTHER RESPONSIBILITIES:

- Participates in meetings and retreats.
- Assumes other duties or roles as assigned by the Director of Faith Formation or Lead Pastor.
- Participates regularly in worship, prayer, and congregational life.

MINIMUM QUALIFICATIONS:

- High school diploma or equivalent education required.
- Knowledge of appropriate software including Microsoft Word, Excel, and Outlook, Microsoft PowerPoint, and Adobe Acrobat
- Minimum 2 years of work experience in related field.
- Detail oriented.
- Professional verbal and written communication skills including presentation skills.
- Ability to work independently in a dynamic environment.
- Experience with Faith Formation activities, such as teaching Sunday School or leading a small group.
- Ability to listen to staff, members, and community and provide appropriate response and/or feedback.

PHYSICAL REQUIREMENTS:

- Working conditions are normal for an office environment.
- Travel to purchase supplies or off-site events could be required.
- Ability to lift up to 25 pounds.

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.

ACKNOWLEDGEMENT

I have reviewed this job description and I understand all my job duties and responsibilities. I am able to perform the essential functions as outlined, with or without reasonable accommodation. I understand that my job may change on a temporary or regular basis according to the needs of my location or department without it being specifically included in the job description.

If I have any questions about job duties not specified on this description that I am asked to perform, I should discuss them with my immediate supervisor or a member of the Human Resources staff.

I further understand that future performance evaluations and merit increases to my pay are based on my ability to perform the duties and responsibilities outlined in this job description to the satisfaction of my immediate supervisor, and based upon the financial condition of the church.

I have discussed any questions I may have had about this job description prior to signing this form.

Staff Signature

Date

Supervisor Signature

Date