

Position Description
Director of Digital Engagement
Foundry United Methodist Church

Reports to: Senior Pastor

Status: Full Time

FLSA: Exempt

Date Prepared: 04/01/2020

Last Date Revised: 02/14/2021

The Director of Digital Engagement is a vital member of the staff of Foundry United Methodist Church. The Director of Digital Engagement shares Foundry's core values by providing the best experience of all of Foundry's digital offerings and communications.

ESSENTIAL FUNCTIONS

DIGITAL ENGAGEMENT

- Architect, communicate and build alignment on key digital components that drive engagement and deepen relationship for the Foundry community.
- Manage Foundry brand, develop digital pieces for consistency across all platforms
- Prepare and distribute press releases for Foundry community and Senior Leadership
- Engage, influence and support Program Directors across the organization to implement digital engagement strategies: customize content and stories to match the department intent
- Clearly define digital content and story cultivation, with well-defined distribution strategies during liturgical seasons
- Collaborate with design contractors to create meaningful digital images for sermon series, special events, and featured social media pieces
- Develop and manage program communication proposals through a digital lens based on historical information, current trends & and stories to help personalize Foundry's digital engagement.
- Collaborate with Program and Operations Supervisors and team members to leverage and enhance existing key performance indicators (KPIs), to inform strategy development and ongoing measurement and optimization.
- Measure and communicate results on KPIs: Are we achieving targeted results along the key digital platforms? Synthesize insights to create actionable recommendations to further drive results.
- Manage all digital product subscriptions and materials
- Develop internal communications and presentations that are delivered to key audiences, including the Foundry Board, Associate Pastors, key lay folks to socialize the digital journey strategies, results and programs.
- Manage all social media platforms and strategic planning with clearly identified deliverables
- Collaborates with A/V team for various digital media pieces and support

- **ADMINISTRATIVE**

- Provide corporate and internal communication strategy and assist with its execution
- Manage Senior Pastor's social media platforms, *curriculum vitae*, biography on Foundry website, and multimedia files
- Develop and maintain digital catalog of all Senior Pastor sermons, writings, press coverage, speaking engagements
- Manage Senior Pastor's calendar, managing all travel logistics
- Take minutes for weekly program meeting, highlighting action items and staff follow up
- Provide social media support to Directors at public events, hearings, marches, etc.
- Manages logistics for outside speakers, including but not limited to travel and lodging, honorarium requests, media packages
- Other duties as assigned

QUALIFICATIONS

- Bachelor's degree
- Three years of web development experience
- Three years of social media engagement experience
- Three to five years of working in non-profit or faith-based organizations
- Minimum three years of web design, HTML preferred
- Proficient in BaseCamp, MailChimp, Slack, and Planning Center Online, or equivalent experience in similar project management and web-based communications tools

PHYSICAL REQUIREMENTS

- Frequently required to stand and walk
- Regularly required to sit, to use hands to finger, handle, or feel, to reach with hands and arms, to talk and to hear
- Occasionally required to climb or balance, to stoop, kneel, crouch, or crawl
- Frequently lift and/or move up to 10 lbs and occasionally lift and/or move up to 50 lbs
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, ability to adjust focus
- Physical presence and Sound Technology skills required for all events in Sanctuary and/or Fellowship Hall as specified for this position including but not limited to:
 - Sunday Morning Worship Online
 - Christmas Eve, Ash Wednesday, Maundy Thursday, Good Friday, Easter Sunday
 - Funerals
 - Weddings
 - Other Special Gatherings upon request

CORE COMPETENCIES

- **Mission Ownership:** Demonstrates understanding and full support of the ministry, mission, goals and Statement of Call of Foundry United Methodist Church.
- **Interpersonal Skills:**
 - Display a level of maturity which will ensure that appropriate boundaries are in place and that he/she will adhere to principles of staff covenant with specific attention to honoring privacy, and confidentiality of both staff and congregation, and abiding by Safe Sanctuary policies as applicable and necessary.
 - Exemplify a commitment to diversity and inclusion in all areas of the workplace.
 - Demonstrate a positive, engaging, and respectful attitude at all times.
 - Demonstrate a willingness to accept additional responsibilities and duties.
- **Organization Skills:**
 - Focus, prioritize, schedule and manage multiple projects and tasks.
 - Honor commitments and meet deliverables on time.
 - Communicates effectively in written and spoken communication.
 - Develop and implement checklists when appropriate.
- **Technical Skills:**
 - Possess the ability and willingness to:
 - ✦ Operate production cameras, all audio equipment, and production software
 - ✦ Learn new programs/equipment and recommend appropriate processes. ✦
 - Maintain all updates for streaming software.
- **Spiritual Maturity:** Attentive to personal spiritual development, discipline, and growth.