

**Associate Director of Media and Digital Strategy
Position Description**

Purpose: Serves the church by producing effective internal and external communications for the church.

Accountability: The Associate Director of Media and Digital Strategy shall be directly responsible to the Director of Communications, the Senior Associate Pastor for Adult Learning and Engagement, and the Staff Committee. The Director of Communications will review the performance of the Associate Director in accordance with procedures established by the Staff Committee.

Primary Duties and Responsibilities:

1. Under the Director of Communications, assist in developing a digital media strategy for the church.
2. Assist in maintaining and growing all the church's social media platforms.
3. Collaborate with the Director of Communications and the pastoral staff to develop videos, podcast, and other online media for the purposes of outreach and discipleship in various ministries.
4. Develop and maintain a church-wide app.
5. Handle all aspects of video production (shooting, editing, etc.) for ministry, promotional, and worship materials.
6. Edit video/audio from live stream as assigned.
7. Oversee all sound, streaming, and Audio/Visual needs Sunday morning and throughout the week (including special events):
 - a. Sunday
 - Set-up, trouble shoot, and operate mics and video streaming in the sanctuary.
 - Coordinate AV equipment for Jubilee Hall, Founders, Youth House, and other areas as assigned.
 - Set-up and activate streaming and oversee the video desk volunteers.
 - Run streaming, slides, and lights during Worship at 5.
 - b. Weekdays:
 - Oversee the usage and operation of all AV equipment on campus.
 - Assist PHPC members and outside groups with AV as related to regular weekday events (bible studies, Garden Club, PW, outside lectures, etc.)
 - Set-up and operate AV for special weekday or weekend worship services (memorials, funerals, weddings).
 - Set-up and operate AV for special week night or weekend music or programming (concerts, guest speakers).
 - Coordinate AV needs with PHPS for weekday PHPS events in church spaces (Sanctuary, Jubilee Hall, etc.).
8. Schedule, train, and develop a volunteer team for streaming and sound booth operations on Sunday mornings.
9. Serve as contact person for WRR Radio broadcast.

10. Maintain office hours as directed by the Director of Communications. Attend weekly staff meetings, planning meetings, calendar and event coordination meetings, and fellowship gatherings.
11. Execute other requests made by Director of Communications.

The above noted position description is not intended to describe in detail the multitude of tasks that are assigned, but rather to give the individual a general sense of the responsibilities and expectations of this position. Essential functions will change as the nature of ministry demands change.

Skills, Knowledge, and Abilities

- **Serves the Goals of the Church:** Works to accomplish the overall goals of the church within the scope of my position.
- **Communication:** Communicates effectively and professionally (both verbally and written) with all members, guests, and staff.
- **Hospitality:** Generates a sense of hospitality by his/her very presence; communicates a sense of availability, warmth, openness and approachability.
- **Interpersonal Skills:** Establishes good working relationships; works well with people at all levels; considers the impact of his/her actions on others; uses diplomacy and tact; is approachable; avoids communication triangles.
- **Bachelor's Degree:** In related field.
- **Computer Knowledge:** PC and Mac based systems and advanced user of Adobe Creative Suite 6 (InDesign, Photoshop, Illustrator, Audition, and Premiere).
- **Other:** Experience with CMS and MailChimp.