

Position Description

Digital Ministry Coordinator

First Presbyterian Church, Muscatine, Iowa

www.firstpresbyterianchurch.org

- Position Objective:** The First Presbyterian Church Digital Ministry Coordinator plays a crucial role in enhancing the church's outreach, engagement, and digital presence. This part-time position involves managing communication channels, promoting events, and leveraging technology to connect with the congregation and the broader community.
- Qualifications:** Bachelor's degree in communications, marketing, or a related field (preferred) or equivalent experience
Familiarity with church operations and ministry context
Proficiency in technology tools and platforms
- Responsibilities:**
- 1) Digital Communication:
 - Oversee the church's digital communication platforms, including the website, social media, email newsletters, and mobile app.
 - Create and curate engaging content that aligns with the church's mission and values.
 - Ensure accurate and up-to-date information on all digital channels.
 - Promote upcoming events, sermons, and community initiatives through online platforms.
 - Ensure consistency in branding and messaging across all digital platforms.
 - 2) Social Media Management:
 - Monitor and engage with the church's social media accounts.
 - Facilitate conversations, respond to inquiries, and foster community engagement.
 - Develop and implement a social media strategy to reach a wider audience.
 - 3) Technology Integration:
 - Prepare worship slides.
 - Manage technology, including slides and streaming, during Sunday and special worship services.
 - Explore innovative ways to enhance the church experience using technology.
 - Troubleshoot technical issues related to audiovisual equipment, technology livestreaming, and online platforms.

- Provide training on use to staff and members.
- 4) Creative Content:
- Create visual content (graphics, videos, etc.) for promotional purposes.
 - Capture and edit photos and videos during church events.
 - Collaborate with staff and volunteers to produce compelling multimedia content.
- 5) Website Management:
- Maintain and update the church website with relevant information.
 - Optimize the website for user experience and accessibility.
- 6) Collaboration:
- Work closely with pastor, staff, and volunteers to align communication efforts with church goals.
 - Attend staff meetings and provide regular updates on communication initiatives.
 - Attend technology committee meetings and other committee meetings as needed.
 - Report to Session as needed.
- 7) Sensitive Issues:
- Obtain and maintain media release information on all church members and ensure all on-line content aligns with release forms.
 - Alert the pastor to any sensitive issues or potential controversies arising from online communication.

Must be available Sunday mornings and some evenings.

Desired Characteristics: Active Christian faith
 Desire to be in a vibrant church
 Excellent written and verbal communication skills
 Problem solving skills related to technology
 Self-motivation
 Team player
 Optimism
 Creativity and an eye for design
 Flexibility
 Ability to learn quickly

Strong organizational skills

Reports to:

Pastor

Hours:

10-20 hours per week