



Job Title: Digital Discipleship Director

Reports To: Director of Operations

FLSA Status: Full-time salary | Exempt

Compensation Code: MC440

Overview:

This position will be the main champion and cheerleader of the church's comprehensive online strategy. He/she will be motivated by people who take next steps in their faith journey. This person will bring intentionality and deliberate priority to ensure ministry traction and success online.

They will be consumed with finding the best ways to gather, teach, engage, and disciple individuals online and believe that online ministry is more about "relationship" than it is about "technology". This position will act as online host and serve as the personality and "face of the place" for our online campus.

Duties and Responsibilities:

- Lead all efforts related to communication strategy, content creation, and execution.
- Ensure branding of the church is utilized consistently and effectively.
- Oversee the production and distribution of online content and services.
- Work with a team of key volunteers and staff to assemble all footage needed to record and produce online weekly service (worship, message, announcements, host, etc.)
- Develop a master communications calendar and workflow.
- Work with Pastors and Creative Team to create compelling content, tell engaging stories and encourage attendance and engagement in online church opportunities.
- Utilize free and paid versions of online tools to identify and engage online participants.
- Develop strategies to identify (location, email, social medial, cell phone, etc.) participants.
- Make personal connections with new online guests and be available for one-on-one counsel, discipleship and mentoring of those we are reaching online, ensuring messages are responded to promptly.
- Determine on-ramps that best allow for engagement in each person's next step spiritually.
- Ensure that connection and engagement opportunities are clearly and regularly communicated in communion and online content offerings.
- Provide fluid and effective leadership that allows for strategizing and seizing new opportunities for online discipleship as they develop.
- Provide opportunities for online participants to serve, either in online volunteer opportunities or local ministry areas of need
- Evaluates online attendance, engagement and other metrics as determined by the Executive Team.
- Recruit and train a team of discipleship/engagement volunteers to allow scalability in the number of individuals we can help to take their next step in their faith journey.

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- Consistently scout for what is new and effective in online ministry and develop ongoing relationships with other online discipleship directors across the country.
- Work in partnership and build relationships with other “non-online” church staff and volunteers.
- Effectively pool resources when/where appropriate.

Expectations:

- Set goals that are in line with the overall mission of Morning Star Church
- Possess a broad understanding and expertise in all major social media platforms (Facebook, Twitter, Instagram, TikTok, YouTube, SubSplash) as well as proficiency in web design, email creation, and email list creation, segmentation, and management.
- Organized and able to work with tight deadlines, flexible with change, feedback, and constructive criticism.
- Consistently evaluate new online platforms for potential future use
- Demonstrate excellent analytical skills, offer a creative problem-solving mindset with a diligent eye for details and follow through.
- Establish systems to measure and evaluate effectiveness of all communication efforts.
- Excellent interpersonal verbal/written communication skills.
- Unafraid of risk, trying new things, or to terminate ideas that do not work.
- Willingness to commit in membership to Morning Star Church
- A growing committed follower of Jesus Christ. (1 Tim 3:1-7; Titus 1:6-9)

Personal Qualities:

- All-In Mentality – Totally buys-in to our church’s choice of online model/strategy and believes that community and relationships can be build online.
- Team Builder – A leader that can recruit, train and motivate their team; must be a true collaborator.
- High-Initiative Strategist – A proactive and self-motivated person that thrives on ministry innovation and finding solutions.
- Ministry Enthusiast – He/She must be spiritually astute and passionately model Christ to their staff, volunteers, and online participants.
- Virtual Genius – Studies and understands online ministry, technology platforms, and social medial strategy; and provides direction appropriately.

APPLY - Visit mscwired.org/employment. No phone calls please.