



TIMBERCREEK CHURCH

2021 S. JOHN REDDITT DR. LUFKIN, TX | 936.632.3540 | TIMBERCREEKCHURCH.COM

JOB DESCRIPTION

Job Title:	Digital and Social Media Specialist
Reports to:	Executive Pastor of Communications & Production
Department:	Communications
Payment:	<u>Hourly/Stipend/Salary</u>
Prepared by:	Jonathan Mendoza
Prepared Date:	January 2020
Approved by:	Taliah Vander Leest, Senior Executive Pastor

ABOUT THE POSITION:

EDUCATIONAL/MINISTERIAL REQUIREMENTS: BACHELOR'S DEGREE PREFERRED. EXPERIENCE WITH GRAPHICS, MARKETING, AND PRODUCTION IN A MINISTRY ENVIRONMENT NEEDED.

SUMMARY OF POSITION: THE **DIGITAL STRATEGIST** IS RESPONSIBLE FOR DEVELOPING AND PRODUCING DIGITAL SOLUTIONS TO FULFILL THE MISSION, VISION, AND VALUES OF THE LEAD PASTOR. THIS POSITION MUST LEVERAGE TECHNOLOGY TO CONNECT THE CHURCH TO ITS BODY AND SURROUNDING COMMUNITY. A CONSTANT PULSE ON THE CURRENT TECHNOLOGICAL TRENDS AND HOW THOSE PLAY A ROLE IN THE LIFE OF OUR COMMUNITY IS VITAL. THE ROLE MUST BALANCE THREE MAJOR AREAS: **GRAPHICS, MARKETING, AND PRODUCTION.**

RESPONSIBILITIES:

- He/she is to live and exemplify a consistent, authentic Christian life and have a daily prayer and devotional time with God.
- He/she should serve as a mentor and leader to volunteers and attendees by overseeing and implementing Leadership Development Plans initiative for Dream Team Members under his/her leadership.
- He/she is responsible for systematically meeting the media needs of the church
- He/she is responsible for creating graphic/media materials for all church departments
- Ensure branding of all pieces created by TCC is within the look and style preference of the lead pastor (don't let bad design get to the eyes of our church!)
- He/she creates packaging and branding for church sermon series
- He/she contribute to the creative team to come up with the best solutions for the tasks at hand
- He/she is responsible for the development of an all-encompassing (in house, online, mail, email, web, social media, etc.) church marketing strategy to most effectively reach our intended audience, both internal and external.
- He/she oversees TCC social media across all platforms
- He/she recruits, trains, and retains photography Dream Teamers
- He/she assists with the production of the Sunday morning experience
- He/she produces weekly printed and digital worship guides

- He/she oversees Podcasting
- He/she is responsible for App Development
- He/she is responsible for Live Streaming Services
- He/she works with creative team on stage design needs
- He/she is responsible for corresponding with IT Provider for IT needs
- He/she maintains the TCC website

SALARY RANGE/BENEFIT:

THE DIGITAL STRATEGIST'S SALARY WILL BE DISCUSSED DURING THE INTERVIEW PROCESS AND WILL DEPEND ON THE APPLICANT'S EXPERIENCE AND EDUCATION. BENEFITS FOR THIS POSITION INCLUDE 2 WEEKS OF PAID VACATION, ONE WEEK OF PAID SICK LEAVE, THREE PERSONAL DAYS, A TRAVELING PAID BIRTHDAY HOLIDAY, A WEEK + PAID VACATION AT CHRISTMAS, OTHER PAID HOLIDAYS AND A HEALTH INSURANCE STIPEND.

COMMENTS:

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Employees are required to follow any other job-related instructions, and perform any other job-related duties, as assigned by their supervisor. Requirements are representative of minimum levels or knowledge, skills and/or aptitudes to perform each duty proficiently.

(Signature)

(Date)