



**LOVE GOD, LOVE PEOPLE**

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| <b>Title: Digital Content Coordinator</b> |
| <b>Department: Communications</b>         |
| <b>Revision Date: August, 2024</b>        |

### **Purpose / Position we Envision**

The Digital Content Coordinator position is responsible for managing the day-to-day activities of digital communications through a variety of delivery channels. They will help ensure brand and image are aligned and communications meet high standards of excellence as we communicate our new mission statement of *Love God, Love People*.

We are looking for an individual who is passionate about creating original content to help people find and follow Jesus through First Baptist Church of Eugene. Our ideal Digital Content Coordinator is highly skilled in photography, editing and writing, proactive regarding work and skill-development, can self-direct and loves working with people. This person is project-oriented and commits to seeing projects through from brainstorming stages to finals.

The DCC position will serve to assist in the ministry of the Communications Team. This position is part-time, and requires 20 hours per week including most Sunday mornings.

### **Position Responsibilities:**

The position requires a commitment to the calling of First Baptist Church to help accomplish its Mission: Reach people with the hope of Jesus, Teach them to follow God's word and Release world changers. The position also requires:

- *Sunday Morning Worship Services*
  - Participate in planning meetings with the Production Team and all Ministry Leaders to stay up to date on the Sunday morning calendar.
  - Display an active and lively church through the use of stories, posts and ads via various social media platforms (Instagram, Facebook, TikTok, YouTube etc.)
  - Partner with Sunday morning ministries and use social media to actively showcase what they offer to all our attendees.
  - Take photographs and video of the Sunday morning service, volunteers,

guests, and more for use in later social media posts, advertising opportunities, website update and more.

- *Weekday Discipleship*
  - Participate in planning meetings with the Production Team and Ministry Leaders to adequately promote upcoming ministry events like Life Group/Discipleship semester classes/meetings, Worship Nights, Event registrations, Women's and Men's ministry, Youth and College, etc.
  - Balance Social Media church/event promotion with stories of hope, life change and celebration.
- *Teams*
  - Lead the volunteer photography team in gathering photos from Sunday services and other events.
- *Day-To-Day*
  - Ensure the ministry wide brand and image is carried through all communication delivery channels and bring consistency to the marketplace.
  - Develop and maintain a well-planned social media calendar.
  - Develop and maintain digital and print advertising opportunities.
  - Assist the Communications Team with various weekly tasks such as researching ideas, ordering print materials, copywriting for large print projects, weekly newsletter emails, website updates, and other items needed from time to time by the ministry.

**Qualifications:**

- Strong ability to communicate and cast the vision of First Baptist Church in oral and written form.
- Strong capability to migrate vision into actionable tactics and accomplish monthly goals.
- Strong understanding of digital advertising and social media strategy.
- Ability to utilize Adobe Creative Suite (Illustrator, Photoshop, and Premier preferred.) and Canva.
- Ability to build and maintain cross-department relationships.
- Prior experience in a similar role.
- Google Ad Certified preferred, but not required.
- Build and maintain strong cross organization relationships.

**Directly Reports to;**

Communications Team Lead/Global Missions and Local Outreach Pastor.

**Hourly Pay Range:** \$24-\$27, based on experience