



THE CHAPEL

## Staff Role Description

# Director of Digital Media

Ministry:	Communications
Reports To:	Director of Communications
Average Hours Per Week:	Full-time, 40+ hours per week
Role Type:	Exempt
Last Revision Date:	May 2022

### Overview

The Director of Digital Media will utilize the web, social media, apps, and other digital strategies to drive The Chapel's identity, communicate our top priorities and bring God's kingdom in powerful and innovative ways.

### Requirements

The Director of Digital Media must embody the purpose, vision and values of The Chapel, as outlined below, by being a visible example and model to all those within their scope of influence.

Our **PURPOSE**: *To help people come alive to God*

Big Idea: Revival -- All of God in all of us for all of our world

Revival happens when we help our people ...

- Carry the Christianity of Jesus
- Pray Heaven to Earth
- Be a Force for Good
- Live as part of a Kingdom Community

Our **VISION**: *To help ignite a spiritual revolution*

We want to see our purpose of helping people come alive to God happen on a grand scale by multiplying Kingdom Communities through ...

- Widespread Spiritual Awakening (All of God)
- Revitalization of the Church (All of us)
- Transformation of Society (All of our world)

Our **VALUES**: *We are a people completely giving ourselves to God and others, believing Him for really big things, never pretending to be anything we aren't – and finding ways to enjoy life and have a lot of fun along the way.*

- Be All-In: A fully-committed people who come in third
- Have Expectant Faith: He is who he said he is and will do what he said he will do
- Be Authentic: Honest, forthright, plain-spoken and integrity-filled
- Have Fun: Vibrant, winsome, joyful people

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Additionally, the Director of Digital Media must ...

- Be an example of the type of Christ follower that we want our people to become by holding to our statement of beliefs, practicing our approach to ministry and embodying our culture
- Demonstrate a passion and aptitude for making disciples of Jesus and embrace genuine Christian community as the primary vehicle of discipleship at The Chapel
- Believe that the Holy Spirit indwells and empowers every follower of Jesus, and consistently experience the very power and presence of God at work inside, through, and around themselves as they participate in God's mission in the world
- Share in the continued mission of Jesus by consistently ministering, through the power of the Holy Spirit, God's presence, love, truth, and power to all those encountered
- Have a strong relationship with God, as evidenced by a healthy devotional and moral lifestyle
- Have a strong family life, as evidenced by the quality of the relationship with their spouse and children (where applicable) and their ability to effectively manage their finances
- Be inspiring, motivating others to sacrifice for God
- Have demonstrated abilities as an action-oriented leader, have good follow through, and have high level of multi-tasking abilities
- Have demonstrated abilities leading staff, teams and projects
- Possess a desire to continually learn new skills and processes
- Have the ability to manage detailed work while still understanding the bigger picture
- Be able to effectively represent The Chapel across all digital mediums and platforms
- Have a minimum of 3-5 years of proven, hands-on experience and knowledge with:
  - Online marketing tools and best practices (SEO, WordPress, CMS, applications, social media platforms, etc.)
  - Google Analytics, Google Ads, as well as paid social media advertising
  - Digital media, communications and marketing
  - Using digital marketing techniques to effectively communicate for and/or grow a business, church, or other organization
- Be able to quickly adapt to, learn and use new technology
- Be able to rapidly incorporate improvements and change into existing platforms
- Have exceptional abilities as a communicator, writer and editor and have strong formal and interpersonal verbal and written communication skills

### Responsibilities

- Management, direction and development of The Chapel's digital ecosystem including website, social media, app, and other digital marketing campaigns
- Develop both an awareness and invitation strategy for The Chapel as a church and its campuses across all effective digital platforms
- Develop and maintain The Chapel's website to be relevant, engaging and effective
- Create and maintain an effective content calendar for The Chapel's digital platforms with the assistance of the Social Media Manager

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- Develop and implement digital marketing campaigns to increase awareness of The Chapel and its ministries within the local community
- Monitor and interpret digital analytics
- Generate and present digital marketing reports for the Director of Communications and other teams as necessary
- Development and oversight of the website content library
- Perform regular audits of The Chapel's website and other digital platforms for accuracy and effectiveness
- Management of The Chapel's online content library
- Find effective ways to convey our identity and generate momentum among The Chapel's current attendees as well as our surrounding communities utilizing digital media
- Support our leadership and staff team with digital resources as needed
- Facilitate community and greater human-to-human interaction amongst our church family through digital media

*This role description is meant to describe the general nature and level of responsibilities being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position.*