

Digital Media Director
VILLAGE CHURCH OF LINCOLNSHIRE

Village Church of Lincolnshire (VCL) strives to be a family of believers who make and grow mature disciples in Christ. COVID-19 forced our church to implement several new technological approaches to keep our family connected over distance and facilitate our ongoing efforts to make and grow disciples, many of which include long-overdue efforts to use digital media to connect with our neighbors and let them know about our church. These technologies have served us well to this point, expanding our typical “audience” far beyond the bounds of our usual attendance and attracting new visitors to come and join us both online and off. Still, we’ve suffered from a lack of dedicated leadership and coordination in this area, as well as an overreliance on the pastors’ technical skills. Moving forward, we need a sustainable way to utilize our technology to the best of its potential. Our goal should not be to create an online “substitute” for the gathered church but to facilitate an online experience that blesses those who *can’t* be with us and provides our people resources to win those who don’t want to be with us (yet).

Position Description and Overview: The Digital Media Director (DMD) will oversee all the technological elements (audio, visual, live-stream) of our Sunday worship and educational offerings. The DMD will also oversee content strategy and development for the church’s website and social media channels (Facebook, YouTube), finding creative ways to expose online audiences to our ministries as an onramp to connection.

Qualifications:

- Strong administrative and organizational skills, including volunteer recruitment, retention, and management.
- Budget management skills.
- Demonstrated facility with digital media and willingness to learn and grow as new technology emerges.
- Experience in social media management and desire to grow in this area.

Expectations:

- Salary: To be determined, depending on experience
- Time: 15 hours a week, including Sunday mornings
- Collaboration/Authority Structure:
 - Loyal and supportive member of the ministry team
 - Submission to the Senior Pastor and Board of Elders
 - Collaboration with the Worship Director
 - Become a member of VCL within 3 months of employment
 - Collaborate with pastors, teachers, and ministry leaders to develop content for the church's various online outlets
- Creative Direction
 - Under the Senior Pastor and in collaboration with the Worship Director, the DMD will have creative oversight over the following areas:
 - Worship Production (Audio)
 - Live Streaming (Audio and Video)
 - Web and Social Media (Design, Strategy, Development, Execution)
- Resource Management:
 - Recruit, train, and schedule volunteers for A/V booth during worship service, education, and special events (meetings, weddings, fellowship events, etc.)
 - Solicit volunteer and/or paid help in designing/developing content, managing social media, and maintaining the church website
 - Oversee the regular maintenance and upkeep of all audio/video/computer equipment
- Personal Development
 - Active learning and professional development.