



JOB DESCRIPTION

JOB TITLE | Digital Lead

MINISTRY | Communications

REPORTS TO | Sr. Digital and Social Lead

STATUS | Full Time | Hourly Position

SUMMARY OF CONTRIBUTION

- The digital lead will be responsible for the conception, implementation, and optimization of cutting-edge digital initiatives that resonate with our diverse congregation and expand our outreach. This role demands attention to detail, a high level of professionalism, and the ability to effectively work in a fast-paced environment while managing multiple projects simultaneously.

RESPONSIBILITIES

- Formulate and execute a holistic digital communication strategy, encompassing web, email, and text messaging platforms, to ensure cohesive and synergistic messaging across all digital touchpoints within Discovery Church.
- Oversee the architectural design, development, and maintenance of the church's website, ensuring brand consistency across digital platforms, optimal user experience, enhanced functionality, and robust security protocols.
- Managing and overseeing Discovery Church's digital experiences and performance, ensuring to track improvements and demonstrate benefits.
- Stay up to date on the latest advancements in digital marketing technologies and methodologies, integrating innovative practices to enhance our digital footprint.
- Manage website and app content with current information, events, and multimedia
- Oversee email and text campaigns for effective communication within the Discovery Church community.
- Monitor and analyze performance metrics to assess effectiveness and identify improvements.
- Ensure security and compliance for all digital communications, partnering with the IT Department.
- Coordinate multimedia content management including copy, videos, podcasts, and images.
- Engage with the community through feedback and interactions.
- Collaborate with Discovery Church staff to align digital content with church initiatives and goals.
- Optimize digital content for search engines to enhance online visibility and reach.
- Attend team planning, re-cap, and one on one development meetings as scheduled.
- Help coordinate scheduling, documentation, and logistics of preventative maintenance and repairs (includes basic cable soldering and termination).

REQUIREMENTS

- Strong personal commitment to Jesus Christ.
- Excellent written and verbal communication skills.
- Excellent organization and time management skills.
- Excellent interpersonal and relational skills with the capacity to navigate challenging conversations.
- Ability to manage confidential information.
- Proficient in web development languages (HTML, CSS, JavaScript), CMS platforms (WordPress, Joomla), email marketing tools (Mailchimp, Constant Contact), and SMS platforms (Twilio, EZ Texting).
- Strong analytical skills with the ability to interpret complex data and translate it into strategic recommendations.

EXPERIENCE DESIRED

- 3+ years of experience in digital marketing or related role
- Experience in copy and editing
- Proficient in using CMS such as WordPress, email marketing tools such as Mailchimp, and SMS marketing platforms
- Basic understanding of HTML/CSS and web design principles
- Familiarity with SEO best practices
- Familiarity with tools such as Google Analytics

BRIEF

Discovery Church seeks a driven and multi-talented leader who proactively uses technology to aesthetically deliver effective communication, platform metrics, digital development, and resources throughout digital platforms. We are looking for an individual that displays the competencies above but also exudes high character. This individual holds themselves to a biblical standard that is above reproach and honors God in their words and actions. They work to achieve and maintain a high degree of chemistry with all they interact with.