



## JOB DESCRIPTION

# DIGITAL CONTENT COORDINATOR

*The DIGITAL CONTENT COORDINATOR at Custer Road United Methodist Church (CRUMC) shall be a person of genuine and deepening Christian character, willing to grow as a loyal participant of a ministry team, able to work and communicate well and cultivate trust with other people in a growing congregation.*

**PURPOSE:** The purpose of the Digital Content Coordinator is to support the Communications Ministry by creating and managing digital content that tells the story of how God is working through Custer Road United Methodist Church. This role focuses on producing engaging content for online platforms and supporting the implementation of the church's communications strategy.

**HOURS:** The Digital Content Coordinator position is a part-time exempt position and is governed by Custer Road UMC's Employee Handbook. The expected time commitment for this position will be approximately 20-27 hours per week. Evenings and weekends may be needed from time to time.

**STAFF SUPERVISION:** Reports to the Director of Communications

**RESPONSIBILITIES:** In conformity with CRUMC's policies and procedures, as well as those contained in the United Methodist Book of Discipline, the position responsibilities will include those generally described below, but may not be limited to the following:

### **DIGITAL CONTENT CREATION:**

- ◆ Collaborate with the in-house graphic designer to develop engaging digital content that supports church communications and ministry initiatives.
- ◆ Edit and produce video content for use across digital platforms, including website, email, and social media.
- ◆ Capture and provide photography and video for digital and print communications by attending ministry programs, worship services, and special events as needed.
- ◆ Participate in weekly staff meetings, weekly worship planning meetings, and additional meetings as requested.

### **SOCIAL MEDIA MANAGEMENT:**

- ◆ Manage CRUMC's church-wide social media channels and provide guidance to ministry areas on effectively utilizing their ministry-specific social media platforms.
- ◆ Schedule and publish CRUMC's church-wide posts.
- ◆ Monitor engagement and respond appropriately.
- ◆ Assist with social media campaigns and content planning.

### **WEBSITE AND DIGITAL PLATFORMS:**

- ◆ Update website content as requested by ministries.
- ◆ Ensure digital content is current and accurate.
- ◆ Support online engagement initiatives.
- ◆ Collaborate with the Communications team to evaluate and implement innovative digital media strategies that increase church awareness and engagement.

### **QUALIFICATIONS:**

- ◆ A committed Christian who supports the mission of the church.
- ◆ Strong writing and communication skills.
- ◆ Experience with social media platforms and digital content creation.

- ◆ Video editing and basic motion graphics experience preferred.
- ◆ Familiarity with Microsoft Office, Asana, AbleSign, WordPress, Constant Contact, and Adobe Creative Suite.
- ◆ Organized, detail-oriented, and able to manage multiple projects.

TOP REASONS TO WORK WITH US:

- ◆ Custer Road is a large church that is stable and growing.
- ◆ Collaborative teams that embrace people from other cultures.
- ◆ Ministry and professional growth.
- ◆ Great workplace and ministry environment.