

# **First Baptist Church Tyler**

## **Director of Digital Connections**

### **General Job Description:**

The Director of Digital Connections is responsible for assisting the church to develop, implement and oversee all digital media needs: website, social media, church app, etc., maintaining brand consistency across all visual communication, and proactively working to ensure FBC Tyler maintains an effective digital presence to engage our community.

### **Job Classification:**

This is an exempt (salaried) and full-time position.

### **Qualifications:**

- Bachelor's Degree from an Accredited University
- Minimum of 2 years of work experience in digital media
- Fulfillment of the requirements for and maintenance of membership at FBC Tyler
- Demonstration of shepherd's heart, unity and team building for the sake of Kingdom work
- Quality leadership and communication skills
- Highly capable in recruiting and managing volunteers from within the church membership as well as venders
- Commitment to living biblical values, principles and teachings, honoring Christ and His Church both professionally and personally
- Agreement with mission, vision and values as expressed by FBC Tyler
- Proficient in design software such as Adobe InDesign (currently utilized at church)
- Must pass criminal and sexual misconduct background checks (ongoing)

### **Responsibilities:**

- Be active and engaging on FBC Tyler social media accounts and website
- Oversee and fulfill all digital media needs: social media, website, church app, etc.
- Maintain brand consistency across all visual materials
- Proactive to set and prioritize stated media needs to be done with excellence
- Work with Graphic Design and Print Specialist for social media, website, apps, etc.
- Lead efforts to communicate all promotional materials related to church-wide activities with a high standard of creativity, excellence and effectiveness
- Monitor and establish accountability for the appropriate use of logos, images and style guide that represent FBC Tyler

- Engage in staff meetings and with staff members to help best promote ongoing ministries, events, and special projects through all phases digital media
- Comply with all established church policies and procedures as well as all applicable federal and state laws
- Manage all aspects of the FBC Tyler website, displaying artistic and creative excellence, timely content, current and appropriate for FBC Tyler, ensuring it is accurate, functional and user-friendly
- Assist in integrating digital tools like email, marketing platforms, event registrations, etc.
- Manage and maintain audio/video needs such as service recordings and podcasts, etc.
- Ensure that FBC Tyler maintains an effective presence on the internet including style/presence, search engines and new technology
- Develop systems to organize, prioritize and communicate promotional items related to FBC Tyler
- Create communication strategies to market, inform and promote teaching series, big events and other campaigns assigned
- Produce creative and effective promotional videos: concepts, scripting, video shoots, editing and post-production
- Strategize and create tactics to use video to tell stories of transformation occurring in and through the lives of FBC Tyler and those affected by her ministries in our community
- Track social media metrics and optimize content based on performance data.
- Capture photos and videos at key events to use during services and on media platforms
- Maintain and manage video and photography equipment
- Oversee and lead the Media and Communications Department and the Graphic Design and Print Specialist
- Oversee the Data Coordinator/Receptionist
- Fulfill other duties as assigned

**Accountability:**

The Director of Digital Connections reports directly to the Minister of Connections and will be evaluated by the Minister of Connections annually based on this job description.