

# **St. John's Evangelical Lutheran Church Engagement Director Position Description**

## **GENERAL POSITION PURPOSE**

The primary purpose of the Engagement Ministry is to extend the ministries of the St. John's Evangelical Lutheran Church into the local community and beyond. This ministry will creatively utilize all avenues of communication, specifically focusing on the use of technology, to deliberately reach out with a three-pronged approach 1) connect with those who have been traditional worshippers, 2) connect with those who have not normally worshipped, and 3) connect with those who have not had the opportunity to experience Christian faith and fellowship.

## **POSITION DESCRIPTION**

The Engagement Director will create and then guide/shepherd St. John's virtual community into a dynamic and thriving online experience. This role will execute vision and build a team of volunteers that will attract, relate, connect, grow, and equip St. John's Lutheran Church "Anywhere" so that we might see God's hope transform lives.

The role of the Engagement Director is to develop a genuine sense of belonging, involvement, and spiritual growth for people, by meeting people where they are and leading them into what is next. An effective engagement director will develop and nurture a ministry for all types of individuals and families, striving to guide, nurture, and support all people as they grow as Christian disciples and in their faith life. With the pandemic experience and knowing that family life and culture are quite different than they "used to be" technology and creativity in engaging people in Christian ministry is vital.

The Engagement Director is attentive to family circumstances, understands the home as a setting for spiritual formation, and provides relevant and intentional ministry for all individuals and families in the church community. The Engagement Director works to provide family members opportunities to grow in their relationship with God and responds to that relationship faithfully in the church and the world.

Other duties and responsibilities may be assigned as the church's needs warrant. The Engagement Director reports to the pastor of the church and works in harmony with the other missions and ministries of the congregation to connect people in and out of the church building.

## **COMPENSATION**

- Part Time Contract Employee, 15-20 hours per week
- \$25.00-\$30.00 per hour based on experience and certifications.

## **ESSENTIAL QUALITIES**

- Self-starter and collaborative team player
- Strong yet collaborative leadership style
- Command of digital technologies for effective communication
- Love for God, Scripture, and the Church
- Committed to the vision, mission, values, and goals of St John's

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- A passion for Kingdom creativity and knowledge
- Willing to engage in accountable relationships
- Strong and effective communicator and quick decision maker
- Must be a people person

## **RESPONSIBILITIES**

- Community engagement through social media posting and monitoring, unique media creation
- Utilize photography, videography, and graphic design to enhance social media and other communications
- Lead efforts to attract and relate to people through all digital/virtual gathering experiences, via current and future potential platforms
- Create strategic efforts to virtually reach our church community, our city, and our region.
- Act as Lead Host, in chats and live video communications, bringing strategic presence and compelling leadership to staff and volunteers during online experiences
- Recruit, train, retain, and build a team of volunteers to lead and assist with online gatherings and groups
- Build, foster, and sustain online communities that breed connectedness, friendships, and movement towards growing in community in smaller virtual settings (Watch Parties, Facebook Groups strategy, etc.)
- Work to connect local online participants to opportunities and engagement into the community of St. John's.
- Follow up with new contacts weekly to engage with our virtual community to connect beyond our attract and relate efforts so that they move into opportunities to connect and grow.

## **EDUCATION AND/OR EXPERIENCE**

- High School Diploma or GED, required
- College Degree, preferred
- Some level of higher Christian theological training, preferred
- 3-5 years' experience in online platforms

## **REQUIRED TECHNICAL / OTHER SKILLS AND ABILITIES**

- Proficient in computer technology including, Google Workspace, Microsoft Office Suite, Web administration
- Good leadership ability and strong initiative
- Possess leadership skills such as solid decision-making, great communication, responsibility, vision, and integrity
- Excellent organizational, managerial skills and strong administrative ability
- Good problem solving, oral and written communication skills
- Ability to balance a variety of tasks and demands
- Self-awareness, interpersonal skills, integrity, humility, and flexibility.