

# MULTISITE

## toolkit

*Resources and tools to help you lead an effective multisite church*

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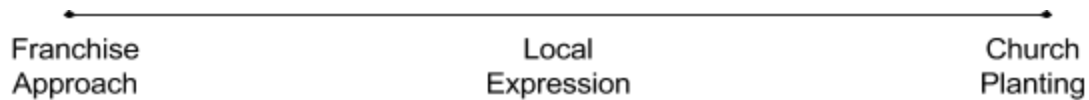
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## Multisite Models Across the Spectrum

### *Multisite Strategic Planning*



### *Franchise Approach*

In a franchise approach, the church creates identical campuses across all locations. Ministry programming is identical and calendars are aligned. The vast majority of ministry plans and curriculum content are created by a central team or main campus. Campus leaders implement plans, focusing as much time as possible on caring for people and developing leaders.

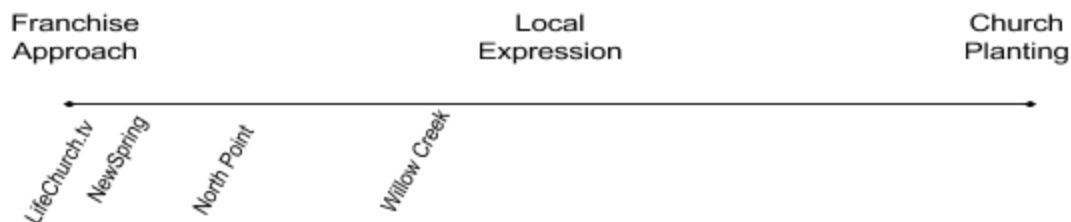
### *Local Expression*

In a local expression approach, broad-sweeping ministry plans and curriculum are provided. But campus leaders have space to further develop or adjust those plans to meet their local context. A central team or main campus still provides some resources. But they are not as detailed or rigid.

### *Church Planting*

A church planting approach gives near autonomy to campuses. They are united by a global name and mission but the vast majority of ministry plans are created by campuses to uniquely serve their communities. Churches leaning toward this approach should heavily consider truly planting independent churches rather than trying to hold diverse campuses together as a multisite church.

## Notable Multisite Churches



## How This Might Look

	<b>Identical: Franchise Approach</b>	<b>Local Expression</b>	<b>Independent: Church Planting</b>
Teaching	- Shared Content - Shared Speaker via Video	- Shared Content - Different Speakers	- Different Content - Different Speakers
Creative Arts	- Same Songs - Same Creative Elements	- Same Style - Different Songs - Most Creative Elements	- Different Styles - Different Creative Elements
Adult, Student, & Children's Ministries	- Same Discipleship Models - Same Scheduled Days and Times	- Same Core Programs - Different Secondary Programs - Different Scheduled Days and Times	- Entirely Different Discipleship Models
Events	- The same events take place in the same week at all campuses	- Campuses schedule the same events whenever they choose to	- Campuses are free to create their own local events at will
Local DNA	- Same Mission - Same Global Vision - Same Values	- Same Mission - Different Local Visions - Same Values	- Different Local Missions - Different Local Visions - Different Local Values
Centralized Resourcing	- All ministry plans and content are centrally created and provided to campuses	- Large components of ministry plans and content are provided - Campuses are expected to fill in details	- Very few ministry plans and content are provided to campuses

# Decision Rights

## *Multisite Strategic Planning*

CAMPUS CONSTANTS	CAMPUS CALLS
<p><b>Aligning our strategy and execution to make the greatest use of our resources and enable campus staff to invest in people.</b></p> <ol style="list-style-type: none"> <li>1. Which aspects of ministry should be the same across all campuses?</li> <li>2. What can we align across all campuses to make best use of our financial resources?</li> <li>3. Where could we free up our campus staff to focus their time on caring for people and developing leaders?</li> <li>4. Which aspects of ministry are core to our strategy?</li> <li>5. What could we not imagine being different across campuses?</li> </ol>	<p><b>Empowering campus staff to make the localized decisions that will impact their ability to reach and develop people.</b></p> <ol style="list-style-type: none"> <li>1. Which aspects of ministry will be impacted by unique local challenges?</li> <li>2. Where would we like to encourage creativity and innovation among campus leaders?</li> <li>3. What are the decisions that campus leaders will have the best perspective to make?</li> <li>4. Where could our global plans get in the way of local opportunities?</li> <li>5. How might different venue types (i.e. schools) require us to adjust?</li> </ol>

<b>TEACHING</b>	
<b>CAMPUS CONSTANTS</b>	<b>CAMPUS CALLS</b>

<b>CREATIVE ARTS</b>	
<b>CAMPUS CONSTANTS</b>	<b>CAMPUS CALLS</b>

<b>ADULT DISCIPLESHIP</b>	
<b>CAMPUS CONSTANTS</b>	<b>CAMPUS CALLS</b>

<b>CHILDREN'S MINISTRY</b>	
<b>CAMPUS CONSTANTS</b>	<b>CAMPUS CALLS</b>

<b>STUDENT MINISTRY</b>	
<b>CAMPUS CONSTANTS</b>	<b>CAMPUS CALLS</b>

<b>EVENTS</b>	
<b>CAMPUS CONSTANTS</b>	<b>CAMPUS CALLS</b>



<b>LOCAL DNA (Mission, Vision, Values)</b>	
<b>CAMPUS CONSTANTS</b>	<b>CAMPUS CALLS</b>

# STRATEGIC ALIGNMENT & SHARED RESOURCES

## Multisite Strategic Planning

### *Purpose*

Existing as one church in multiple locations can easily create questions and confusion within ministries. What exactly is the purpose for the ministry? How is it intended to operate? Where does a campus have freedom to make adjustments? Without clear ministry plans, a church can quickly begin to act like multiple churches in multiple locations.

This framework guides a conversation to create clarity regarding each area of ministry. In doing so, it should create efficiencies that empower campus leaders to care and develop people. It should also clarify the ways in which campus leaders are empowered to contextualize ministries to their communities.

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# SECTION ONE :: STRATEGIC ALIGNMENT

## *Primary Wins*

What are the key results this ministry exists to pursue?

## *Ministry Components*

What are the specific pieces of this ministry built to accomplish those wins?

## *Campus Constants*

Which aspects of components should be aligned across campuses?

## *Campus Calls*

Which aspects are best created or decided by campus leaders with local perspective?

MINISTRY: \_\_\_\_\_

PRIMARY WINS	MINISTRY COMPONENTS	CAMPUS CONSTANTS	CAMPUS CALLS
What are the key results this ministry exists to pursue?	What are the specific components of this ministry?	Which aspects of components should be aligned across campuses?	Which aspects are best created or decided by campus leaders with local perspective?
	1.		
	2.		
	3.		
	4.		
	5.		

## SECTION TWO :: SHARED RESOURCES

### *SHARED RESOURCES*

For each campus constant, what resources can be shared across all campuses? Curriculum? Videos? Materials? Etc.

### *OWNER*

Who should be on the ongoing development of each resource?

### *SYSTEM*

How should each resource be delivered to all campuses? Physically? Digitally? Where?

MINISTRY: \_\_\_\_\_

CAMPUS CONSTANTS	SHARED RESOURCES	OWNER	SYSTEM
Copy from Section One	What resources can be shared across all campuses?	Who will create each resource?	How should each resource be delivered to all campuses?

**EXAMPLE: STUDENT MINISTRY**

*Multisite Strategic Planning*

**SAMPLE MINISTRY: Student Ministry**

PRIMARY WINS	MINISTRY COMPONENTS	CAMPUS CONSTANTS	CAMPUS CALLS
<p><i>Students experience an environment that leads them into a personal relationship with Jesus</i></p>	1. <i>Worship service</i>	<ul style="list-style-type: none"> <li>- <i>Service plan</i></li> <li>- <i>Music set</i></li> <li>- <i>Game</i></li> <li>- <i>Teaching outline</i></li> </ul>	- <i>Personal illustrations in teaching</i>
	2. <i>Small groups</i>	- <i>Questions</i>	<ul style="list-style-type: none"> <li>- <i>How to separate small groups by grade</i></li> <li>- <i>How to train small group leaders</i></li> </ul>
<p><i>Students continue to develop their faith and make it their own</i></p>	3. <i>Summer camps</i>	- <i>Camps</i>	None
<p><i>Students connected to a small group community that encourages them to grow spiritually</i></p>	4.		
	5.		

**SAMPLE MINISTRY: Student Ministry**

<b>CAMPUS CONSTANTS</b>	<b>SHARED RESOURCES</b>	<b>OWNER</b>	<b>SYSTEM</b>
<i>Identical service plan</i>	<i>Service plans Music loops Teaching outlines</i>	<i>Original campus</i>	<i>Service plans available on Google Drive by Monday, 3:00pm</i>
<i>Identical SG questions</i>	<i>Small group guides</i>	<i>Original campus</i>	<i>Small group guides available on Google Drive by Tuesday, 3:00pm</i>
<i>Shared camps</i>	<i>Summer camp programming</i>	<i>Campus Student Directors plan together</i>	<i>Weekly planning meetings, March-June</i>



## Furthering Central Support

### *Multisite Strategic Planning*

#### **Purpose**

The distance within a multisite staff can make it difficult to engage with central support departments (accounting, communications, IT/IS, etc.). Additionally, various calendars and ministry differences across campuses further the complexity. This framework guides a conversation to help departments reconsider the ways in which they interact with staff and campuses. In doing so, they should identify ways to better serve campuses through systems.

#### **Primary Wins**

What are the key results this operational area exists to pursue?

#### **Current System**

What are the various ways in which your department currently operates?  
(It may help to create a flow chart.)

#### **Key Interactions with Campuses**

Where do campuses engage with this department?

#### **Distance Challenges**

In what ways does/will distance make it difficult to engage with this system?

#### **Process Improvements**

How can these engagements best take place through a clear and consistent process despite distance? Should we implement any new technology, online forms, etc.?

DEPARTMENT: \_\_\_\_\_

**PRIMARY WINS**

**CURRENT PROCESS**

**KEY INTERACTIONS WITH CAMPUSES**

DEPARTMENT: \_\_\_\_\_

DISTANCE CHALLENGES	NEEDED PROCESS IMPROVEMENTS

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**CUSTOMIZABLE  
CAMPUS LAUNCH PLAN**

*Multisite Strategic Planning*

# PHASE 1 :: PREPARING

\_ Months

## *How Do We Know We're Ready?*

- God's direction
- Large number of people attending from a particular community or area of town
- Sponsor campus nearing capacity with multiple services and needs to create space to reach more people
- Church's financial health is strong enough to handle the costs to launch a new campus and sustain it for two years (see the financial frameworks)

## *Build the Team*

- Determine the Sponsor Campus; an existing campus that will help prepare and train the volunteer team
- Sponsor Campus begins actively recruiting more volunteers in preparation to send a new team
- Hire/Transfer New Campus Pastor
- Begin having New Campus Pastor shadow the Sponsor Campus Pastor or Discipleship Pastor (single site)
- Determine the other roles which you will hire for the campus launch (i.e. Children's, Creative Arts)

## *Influence the Community*

- Research the community of interest to assess the opportunity that may exist.
- Identify the community in which you will launch a campus. Clearly define the geographic area and target demographic.
- Communicate the vision to launch a new campus in the community with the entire staff and then congregation. Include the geographic area and target demographic.
- Begin connecting with key church members who live in the community to learn more about the culture and cast vision for a campus.

## *Develop the Campus*

- Establish Equipment Team to determine the required budget for campus equipment

# PHASE 2 :: GATHERING

\_ Months

## *How Do We Know We're Ready?*

- New Campus Pastor is hired
- Sponsor Campus has a heart for the identified community
- Sponsor Campus has a large volunteer team with the margin to send a new team

## *Build the Team*

- Sponsor Campus begins casting vision for reaching a new community or area of town
- Hold an Information Meeting at the Sponsor Campus to cast vision for the new campus
  - Collect information and level of interest ["I'm In!" vs "I'm Interested"]
- New Campus Pastor follows up with everyone who attends and meets personally with as many individuals/couples as possible to connect and cast vision
- Begin *monthly* core team meetings in the new community
- Encourage core team members to volunteer at the sponsor campus for training
- Identify key leaders from the core team and invite them to a bi-weekly leadership development group
- Develop a campus organizational chart showing all necessary staff position, volunteer leadership roles, and volunteer roles - including the number of volunteers needed in each area
- Begin training the New Campus Pastor on all administrative process that come with the role

## *Influence the Community*

- New Campus Pastor pursues relationships with community leaders [i.e. government, schools, large employers]

## *Develop the Campus*

- Research potential campus venues
- Equipment Team to draft buy lists for the campus
- Project the campus launch size

# PHASE 3 :: BUILDING

\_ Months

## *How Do We Know We're Ready?*

- Core Team is large enough to fill all positions on the campus organizational chart
- Core Team is engaged as volunteers at the Sponsor Campus

## *Build the Team*

- Begin *bi-weekly* core team meetings focused on the church's mission, vision, values, and specific vision for the new campus [Utilize Nehemiah, *Deep & Wide*, etc. as best fitting]
- Campus Pastor continue shadowing Sponsor Campus Pastor and getting experience stage hosting and leading assimilation classes
- Recruit and train small group leaders
- Launch bi-weekly small groups in the community [meeting on weeks opposite of Core Team meetings]
- Hire all additional staff positions
- Train additional staff by having them shadow counterparts at the sponsor campus
- Have additional staff begin connecting relationally with volunteers and leaders in their area
- Train staff on all necessary administrative processes
- Recruit all volunteer leaders
- Recruit people to specific volunteer teams
- Recruit band members to serve at the new campus
- Connect new campus volunteer leaders with sponsor campus leaders for peer development and training

## *Influence the Community*

- Develop a marketing plan for the campus launch
- Buy marketing spots for the two months leading up to the campus launch

## *Develop the Campus*

- Finalize the campus venue
- Set a specific campus launch date
- Equipment Team creates buy lists and budgets for equipment at the campus
- For portable campuses, Equipment Team develops a trailer packing plan to best store equipment
- Equipment Team orders any equipment requiring more than 60 days lead time
- Develop plans to implement all core ministries being launched with the campus (i.e. Assimilation Strategy, Small Groups, Volunteer Connection, etc.)

# PHASE 4 :: LAUNCHING

\_ Months

## *How Do We Know We're Ready?*

- Campus Pastor is fully trained and embraced by the Core Team as their spiritual leader
- All roles on the organizational chart are filled
- Local small groups are in place and healthy

## *Build the Team*

- Hold formal volunteer trainings for each team
- If portable, hold set-up team training with production/technical equipment

## *Influence the Community*

- Provide the Core Team with invite cards for friends and family
- Submit all media for marketing spots
- Submit press releases and contact all news outlets about the campus launch

## *Develop the Campus*

- Finalize venue layout. Include signage placement and locations/posts for security team members and first impressions team members.
- Equipment Team orders all equipment
- Acquire all publications (i.e. brochures, info cards, communication cards, curriculum) needed at the new campus
- Pack all equipment and publications
- Hold 3 Practice Services to prepare the team and identify any gaps
- Implement plans for all core ministries being launched with the campus (i.e. Assimilation Strategy, Small Groups, Volunteer Connection, etc.)



# ONE YEAR TO LAUNCH

*A 12-Month Timeline For Starting Your Next Campus*

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# PHASE 1: PREPARING

Staff & Volunteers

Determine Sponsor Campus

Sponsor Campus Recruits "Volunteer Bench"

Hire/Transfer Campus Pastor (CP)

CP begins shadowing & training

Community & Marketing

Define geographic and demographic target

Cast vision to full staff & church

CP connect with members who live in the community

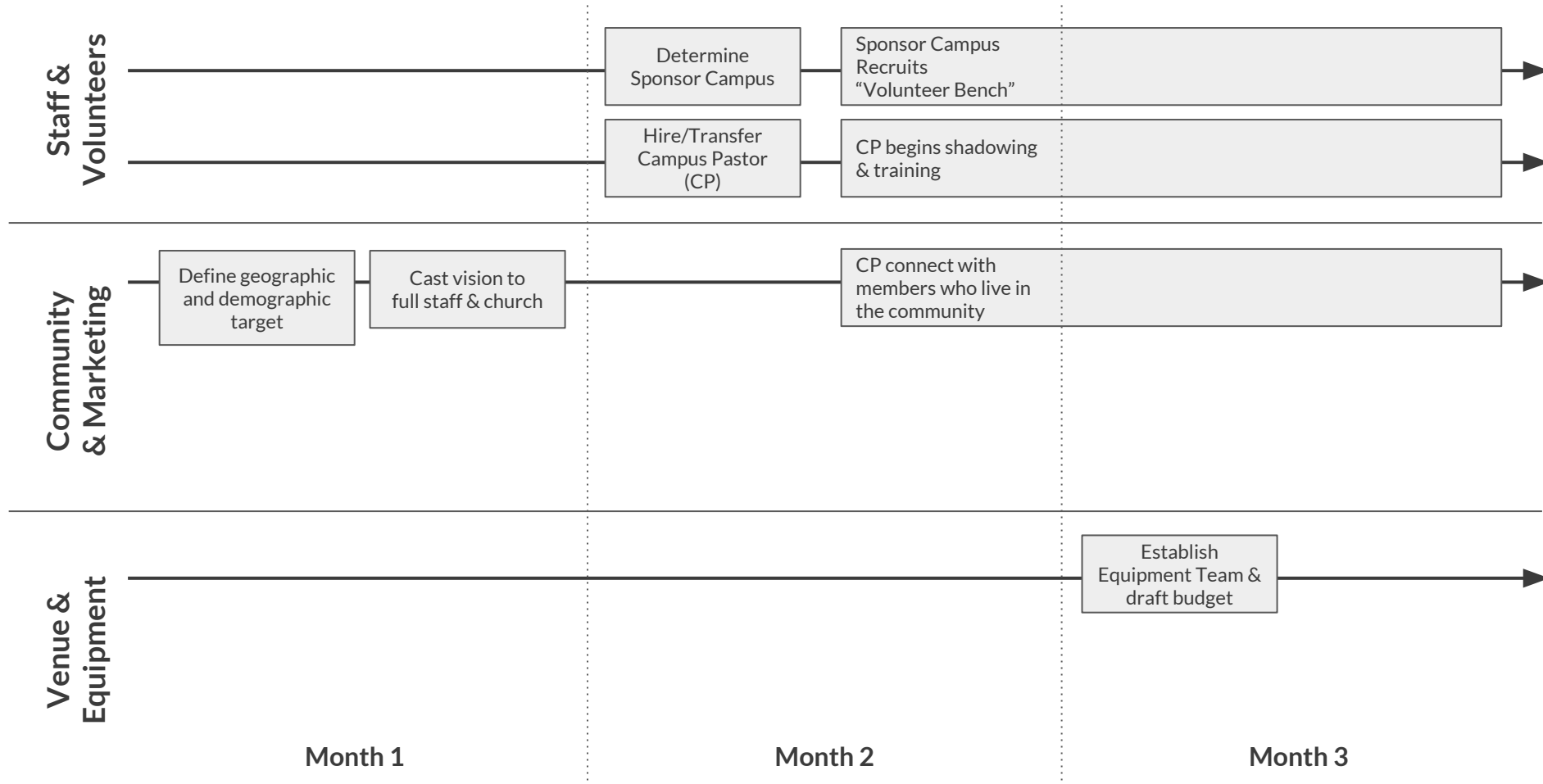
Venue & Equipment

Establish Equipment Team & draft budget

Month 1

Month 2

Month 3



## PHASE 2: GATHERING

Staff &  
Volunteers

Information Meeting at Sponsor Campus

CP connects personally with those interested

Begin regular Core Team meetings

Ask Core Team to train by serving at Sponsor Campus

Invite key leaders to leadership develop group

Train CP on church systems, etc.

Finalize org. chart w/ staff & volunteer needs

Community &  
Marketing

CP connect with local community leaders

Venue &  
Equipment

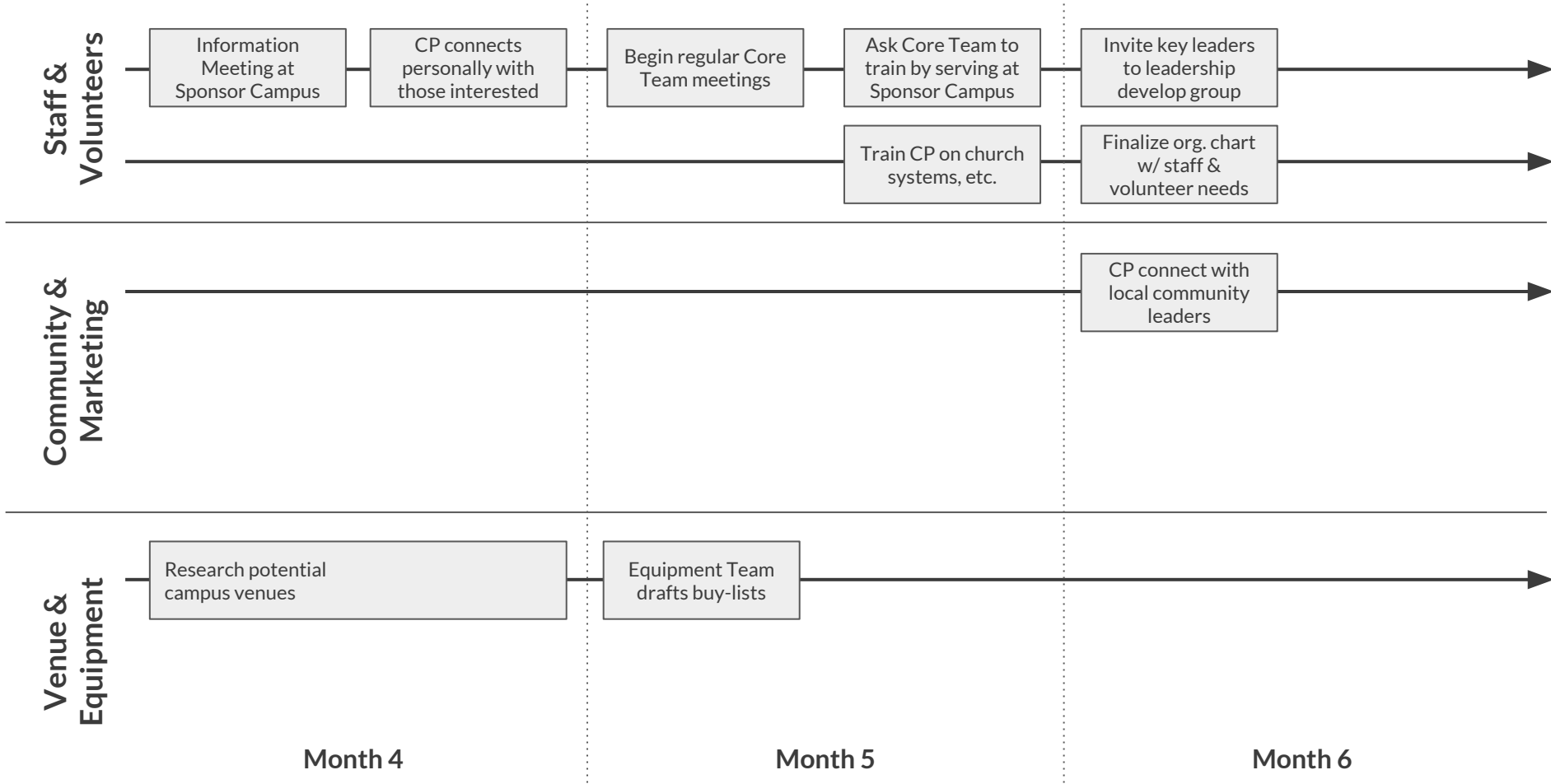
Research potential campus venues

Equipment Team drafts buy-lists

Month 4

Month 5

Month 6



# PHASE 3: BUILDING

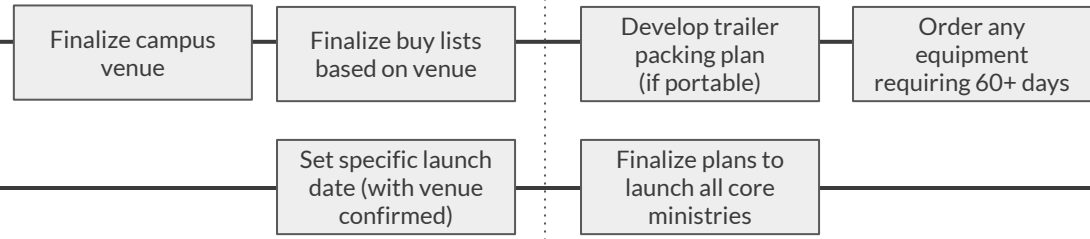
## Staff & Volunteers



## Community & Marketing



## Venue & Equipment



Month 7

Month 8

Month 9

# PHASE 4: LAUNCHING

## Staff & Volunteers

Full team volunteer training sessions

Invite friends & family

Set-up team trainings w/ tech equip. (if portable)

## Community & Marketing

Provide core team with invite cards

Submit all media for marketing spots

Submit press releases about campus launch

## Venue & Equipment

Final venue layout incl. signage & guest services

Order all remaining equipment

Acquire all print material needed at campus

Implement plans for all core ministry launches

Hold 3 Practice Services

LET'S LAUNCH!

Month 10

Month 11

Month 12

## Location Search Guidelines

### *5 Keys to Identifying Your Next Community*

#### 1. Existing Sponsor Campus Reaching Capacity

- Ensure that there is an existing sponsor campus that is nearing capacity. Then evaluate other ways in which more room could be created at that existing campus. A campus launch should be a response to growth, not an attempt to generate growth.
- *Is an existing campus nearing capacity with multiple services and in need of more room?*
- *Is a campus launch the best way to create room and continue reaching more people?*

#### 2. Existing Presence

- Identify communities from which people are driving 20-30 minutes to your existing campus(es). Utilize your database and a map-plotting tool for this. (i.e. My Maps by Google)
- *Is there a large number of people actively attending an existing campus from one area?*

#### 3. Target Audience

- Determine if there is a significant population of your target audience / primary customer in the new community. Utilize census data for this. (i.e. [American FactFinder](#) by the U.S. Census Bureau)
- *Is the area experiencing growth, particularly with people in your target audience?*
- *Is this a great place to connect with the people we're called to reach?*

#### 4. Unique Value

- Determine if and how your church would add unique value to the new community.
- *How are you different from other churches in the new community?*
- *Is another church focused on reaching your target with a similar strategy?*

#### 5. Hub to Other Communities

- Ensure that the new community is a growing “hub” to the surrounding area rather than a “spoke/outpost” to the community.
- Consider the prevalence of feasible facilities that are highly visible in the community.
- *Do more people drive to this community than drive from this community?*

## New Venue Checklist

### *Multisite Strategic Planning*

#### LOCATION

- Is the venue in an area that people are used to driving to from surrounding areas? (Think retail areas over residential areas.)
- Is the venue in an area that is well thought of in the community?
- Is the venue visible on a major road?
- Does the venue itself have a decent reputation in the community?

#### PARKING

- Is there ample parking? (Approx. 1 space for every 1.5 seats)
- Does the parking lot have ample entrances and exits for heavy traffic periods?
- Is it easy to identify the building entrance when you drive onto the property?
- Is the walking distance from the parking lot to the building short and convenient? Are there sidewalks available the entire way?

#### OVERALL FACILITY

- Does the space reflect the look-and-feel of our church? Could it be renovated to better reflect us?
- Is the space clean and in good condition?
- Is there ample lobby space where people can hang out and connect?
- Are the hallways wide enough for crowds when all equipment and signage is in place?
- Are there enough rooms for children's environments, assimilation classes, volunteer green rooms, and day-of storage?
- Are the restrooms easily accessible, clean, and in good condition? Do they have enough toilets and sinks to handle a crowd?

#### WAYFINDING

- Will the space be easy to navigate for the unchurched guest?
- Is the walking distance from the lobby to the children's environments and auditorium short and convenient?
- Are the restrooms conveniently located in or near the lobby?

## **CHILDREN'S ENVIRONMENTS**

- Is there enough space in the children's environments to reach young families?
- Are the rooms for children's environments together in one area and near the auditorium?
- Can children's environments be kept secure with few entrances and exits?
- Is the space free of anything that could be dangerous to children or make parents feel uneasy? (Sharp corners, hard surfaces, steps, risers, etc.)

## **AUDITORIUM**

- Are there enough seats to grow the campus for at least one year?
- Can we control the lighting level in the auditorium? (Dimmable lights, no windows, etc.)
- Is the ceiling high enough for our stage sets, projection screens, etc.?
- Is there a clear sight line to the stage from every seat?
- Are the acoustics of the room conducive for your services? (No major echo, etc.)



# SAMPLE JOB DESCRIPTIONS

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# CAMPUS PASTOR

## S A M P L E J O B D E S C R I P T I O N

### THE UNSTUCK GROUP®

The role of the Campus Pastor (CP) is to oversee the life and direction of [Campus Name] under the direction and leadership of the Senior Pastor (SP). This requires a firm grasp of the beliefs, values and strategy of [Church Name] and the ability to align staff and key leadership teams with its mission, vision and values. The CP will offer pastoral leadership to the campus and ensure the systems, practices and policies of the church responsibly and effectively support its ministry activities.

The Campus Pastor will be responsible for:

#### *1. Modeling Biblical Priorities*

Responsible for upholding Biblical priorities and core values of [Church Name]. The CP should represent a growing personal relationship with Christ. The CP models a strong relationship with his or her spouse (if married) and children (if applicable). The CP strives to fulfill his or her purpose in life and ministry while demonstrating integrity in words, relationships and actions.

These objectives are accomplished by:

- Committing to a daily quiet-time with God.
- Participating in a [Church Name] small group on a regular basis.
- Setting appropriate boundaries to protect character and integrity.
- Developing personal evangelism opportunities within and outside the church.
- Supporting the ministries of [Church Name] by faithfully giving at least 10% of gross income.
- Adhering to and encompassing the qualities and characteristics required of [Church Name] employees, as defined by the Staff Handbook.

#### *2. Strategic Leadership and Planning*

Responsible for championing [Church Name]'s vision and values at the campus location. The CP will assist the SP in strategic planning and staff coordination in the execution of the church's mission and vision. The CP will lead the campus in accomplishing goals and action plans established by the SP and senior leadership team. The CP will provide the catalyzing challenges and activities which allow [Church Name] to remain true to its mission and vision. This leadership and input will be provided through many activities including:

- Implementing an intentional staff meetings strategy to clarify and execute [Church Name]'s goals and objectives.
- Monitoring and reporting the pulse of the congregation through research and evaluation of attendance, giving, small group participation, baptisms, volunteer engagement, community transformation, etc.

- Ensuring staffing, facilities and programs are appropriately and effectively aligned to best meet strategic goals and [Church Name] campus constants.
- Managing campus budget and providing oversight and direction in the large variety of financial functions of the church including: stewardship campaigns, cash flow, contributions, payroll, leases and budget development.
- Fulfilling other pastoral/administrative duties (weddings, funerals, baptisms, child dedications, counseling, etc.) or other tasks which might not be considered part of the normal job description.

### *3. Oversight of Campus Worship Experiences*

Responsible for ensuring that all worship experiences are executed with excellence. The CP displays excellent communication skills, the ability to make sound decisions, high level networking and relational strengths that enhance each worship experience. These objectives are accomplished by:

- Delivering relevant, Biblical messages when called upon.
- Teaching and leading in small, medium and large group settings.
- Planning and executing worship and other creative elements to complement the teaching in each ministry environment.

### *4. Staff Supervision and Development*

Provides leadership to the campus staff team. The CP will lead, evaluate and mentor existing staff in their respective areas of ministry and prioritize future staffing needs. Includes the following responsibilities:

- Supervising the campus staff leadership team as it relates to day-to-day ministry and operational activities.
- Overseeing the training and development of campus leadership team.
- Empowering staff and volunteer leaders to lead the ministries and operations.
- Providing coaching to the staff in the design and implementation of all church ministries, including periodically evaluating appropriate changes to organizational structure to reflect ministry strategy.

# CHILDREN'S PASTOR

## S A M P L E J O B D E S C R I P T I O N

### THE UNSTUCK GROUP®

The role of the Children's Pastor (CP) is to oversee the children's ministry strategy of [Church Name] under the direction and leadership of the [Position Title]. This will require a firm grasp of the beliefs, values and strategy of [Church Name] and the ability to align staff and key leadership teams with its mission, vision and values. The CP will partner with parents to lead kids to a genuine sense of belonging, involvement and spiritual growth at [Church Name] by meeting kids where they are and leading them to next steps. The CP will facilitate relational connection and spiritual growth of kids through weekend environments, small groups, and volunteer teams.

The Children's Pastor will be responsible for the following:

#### *1. Modeling Biblical Priorities*

Responsible for upholding Biblical priorities and care values of [Church Name]. The CP should represent a growing personal relationship with Christ. The CP models a strong relationship with his or her spouse (if married) and children (if applicable). The CP strives to fulfill his or her purpose in life and ministry while demonstrating integrity in words, relationships and actions.

These objectives are accomplished by:

- Committing to a daily quiet-time with God.
- Participating in a [Church Name] small group on a regular basis.
- Setting appropriate boundaries to protect character and integrity.
- Developing personal evangelism opportunities within and outside the church.
- Supporting the ministries of [Church Name] by faithfully giving at least 10% of gross income.
- Adhering to and encompassing the qualities and characteristics required of [Church Name] employees, as defined by the Staff Handbook.

#### *2. Leadership of Staff and Volunteer Teams*

Success in this role will be best accomplished by prioritizing an investment in ministry leaders who, in turn, influence the children. Responsible for creating an environment that recruits, develops and empowers children's ministry leaders:

- Communicating clear vision and wins for staff and volunteer teams on a regular basis.
- Building systems and structures that lead people from being spectators to volunteers.
- Overseeing systems for background checks, safety and security procedures, scheduling, training and care of volunteers.
- Leading staff and volunteer meetings.
- Championing the children's ministry leadership development strategy.

- Providing centralized efforts for training leaders (retreats, tools, etc.)
- Providing staff and volunteer teams with current children's ministry best practices.
- Ensuring that the children's ministry team answers questions and provides remarkable customer service to parents and kids on a consistent basis.
- Providing regular evaluations and feedback to team members.
- Creating and continuously improving follow-up methods to ensure that new kids and their families are plugged in to [Church Name].
- Managing budget forecasts and expenses for team leaders.

### *3. Oversight of Campus Worship Experiences*

Responsible for creating programs that provide engaging experiences and life-changing environments for children:

- Providing insight and direction for big picture programming and creative planning processes.
- Selecting relevant curriculum, props, and games for weekend experiences.
- Ensuring that check-in areas, ministry spaces and signage are clear, current and focused on new kids and their families.
- Producing videos, weekly scripts and lessons, printed promotions, verbal announcements, web page information, marketing, etc. about the kid's ministry at [Church Name].
- Creating and maintaining a safe environment for kids, including special needs at [Church Name].

### *4. Oversight and Execution of Small Groups*

Constructs practical onramps and systems to help kids move from visiting to belonging and growing:

- Developing a systematic and effective effort to integrate kid's small groups into weekend environments.
- Overseeing information and tracking of small group participants and leaders.
- Actively encouraging small group leaders to connect with families and kids during the week.
- Providing opportunities for kids to discover their unique purpose and begin developing their talents and abilities.
- Offering small group leaders curriculum, coaching materials and creative approaches to small group ministry.
- Implementing a strategy to equip parents to help their kids take their next steps toward Christ.
- Execute kid's outreach efforts at [Church Name].

# COMMUNICATIONS DIRECTOR

## S A M P L E J O B D E S C R I P T I O N

### THE UNSTUCK GROUP®

The role of the Communications Director (CD) is to oversee the church communication strategy of [Church Name] under the direction and leadership of the [Position Title]. This will require a firm grasp of the beliefs, values and strategy of [Church Name] and the ability to align staff and key leadership teams with its mission, vision and values. The CD will lead all components of communications and marketing to add inspiration, motivation and clarity to church messages.

The Communications Director will be responsible for:

#### *1. Modeling Biblical Priorities*

Responsible for upholding Biblical priorities and core values of [Church Name]. The CD should represent a growing personal relationship with Christ. The CD models a strong relationship with his or her spouse (if married) and children (if applicable). The CD strives to fulfill his or her purpose in life and ministry while demonstrating integrity in words, relationships and actions.

These objectives are accomplished by:

- Committing to a daily quiet-time with God.
- Participating in a [Church Name] small group on a regular basis.
- Setting appropriate boundaries to protect character and integrity.
- Developing personal evangelism opportunities within and outside the church.
- Supporting the ministries of [Church Name] by faithfully giving at least 10% of gross income.
- Adhering to and encompassing the qualities and characteristics required of [Church Name] employees, as defined by the Staff Handbook.

#### *2. Managing Two-Way Communication Flow*

Responsible for creating an environment that provides two-way communication between the congregation and church leadership. These objectives are accomplished by:

- Removing barriers that keep people from connecting.
- Becoming a student of the changing audience [Church Name] is trying to reach.
- Evaluating messages and materials in the context of guest perspectives.
- Studying, learning and communicating new trends happening in the congregation.
- Uncovering audience needs and communicating next steps to help them meet them.
- Developing relationships across the organization's stakeholders to develop communication strategies and tactics for new approaches.

- Staying in touch with audience and leadership team simultaneously and conveying clear messages to both.
- Maximizing communication at [Church Name] that attracts people to the message and removing anything that repels them.

### *3. Oversight and Execution of Communications and Marketing*

The CD creates seamless messages that produce simple ways to connect with [Church Name]. The CD is responsible for ensuring a consistent experience across multiple touch points:

#### **WEBSITE**

- Manage all aspects of [Church Name] related websites. Websites should display artistic and creative excellence and content is timely, current and appropriate to [Church Name].
- Evaluate and establish standards of scope, technology, distribution, promotion and operational efficiency for all web functions.
- Manage and maintain audio/video podcasts and downloadable documents.
- Lead all efforts related to the creation and development of all websites (may create and develop sites internally or work with web development companies).
- Monitor success through an established set of metrics (ex. increased website use, etc.)
- Proactively work to make sure [Church Name] maintains an effective presence on the web including style/presence, search engines, new technology.
- Assist Senior Pastor in blog sites, e-newsletters and other web related issues.

#### **PRINT**

- Deliver excellence in timeliness, accuracy, design, layout and ease of use for print brochures, signage, surveys, direct mail, and custom media.

#### **PROMOTIONS**

- Develop systems to organize, prioritize and communicate all related promotional items.
- Create communication strategies to market, inform and promote teaching series, big events and other campaigns assigned.
- Oversee all written materials related to promotions.

#### **SOCIAL MEDIA**

- Create social media presence for [Church Name] including but not limited to Facebook, Instagram and Twitter.
- Manage on-going social media messaging and communication strategies.
- Build followings on various social media outlets.

#### **DESIGN**

- Lead efforts to design all art and promotional materials related to church-wide activities with a high standard of creativity, excellence and effectiveness.
- Network with paid and volunteer artists to develop graphic designs.

## VIDEO

- Work closely with [Church Name] video team to produce creative and effective promotional videos: concept, scripting, video shoots, editing and post-production.
- Strategize creative tactics to use video to promote and send the message [Church Name] may want to communicate to the church and the world.

## WORSHIP ARTS

- Work in tandem with worship arts team to create consistency in messaging from the front door to the back door.
- Develop creative ways to communicate desired messages with the worship audience.
- Join brainstorm and creative sessions in developing worship series and programs.

## BRAND MANAGEMENT

- Monitor the look, vibe, and feel of all promotional materials representing [Church Name].
- Monitor and establish accountability for the appropriate use of logos and images that represent [Church Name].
- Create policy and procedures related to media relations.
- Oversee implementation of style guide (same fonts, terms, etc.)

## MEDIA RELATIONS

- Create positive relationships with local and national media.
- Oversee efforts related to securing or responding to media attention.
- Develop policy and procedures related to media relations.

## 4. Staff Supervision and Development

Provides leadership to the communications team. The CD will lead, evaluate and mentor existing communications staff and volunteers and prioritize future staffing needs. Includes the following responsibilities:

- Supervising the communications team in day-to-day operational activities.
- Overseeing the training and development of the communications team.
- Recruiting and empowering volunteers to deliver excellence in timeliness, accuracy, design, layout and ease of use (artists, designers, photographers, writers, etc.).
- Maintaining a strong network of relevant professionals—writers, designers, creative directors, developers and production managers.
- Developing ministry partnerships with outside vendors that share [Church Name]’s commitment to excellence.



# CONNECTIONS PASTOR

## S A M P L E J O B D E S C R I P T I O N

### THE UNSTUCK GROUP®

The role of the Pastor of Connections (PC) is to oversee the connection and spiritual growth strategy of [Church Name] under the direction and leadership of the [Position Title]. This will require a firm grasp of the beliefs, values and strategy of [Church Name] and the ability to align staff and key leadership teams with its mission, vision and values. The PC will lead guests to a genuine sense of belonging, involvement and spiritual growth at [Church Name] by meeting people where they are and leading them to next steps. The PC will facilitate relational connection and spiritual growth of adults through weekend guest services, groups, volunteer teams, and assimilation of new members.

The Pastor of Connections will be responsible for:

#### *1. Modeling Biblical Priorities*

Responsible for upholding Biblical priorities and core values of [Church Name]. The PC should represent a growing personal relationship with Christ. The PC models a strong relationship with his or her spouse (if married) and children (if applicable). The PC strives to fulfill his or her purpose in life and ministry while demonstrating integrity in words, relationships and actions.

These objectives are accomplished by:

- Committing to a daily quiet-time with God.
- Participating in a [Church Name] small group on a regular basis.
- Setting appropriate boundaries to protect character and integrity.
- Developing personal evangelism opportunities within and outside the church.
- Supporting the ministries of [Church Name] by faithfully giving at least 10% of gross income.
- Adhering to and encompassing the qualities and characteristics required of [Church Name] employees, as defined by the Staff Handbook.

#### *2. Oversight and Execution of First Impressions*

Responsible for creating an environment that welcomes new guests and provides next steps toward connection and spiritual growth:

- Leading, equipping and empowering guest services volunteers (ushers/greeters/traffic ministry/ etc.) in providing high impact first impressions.
- Removing roadblocks from a newcomer's experience in all [Church Name] services.
- Providing volunteer team with current guest services best practices from innovative customer service focused organizations.

- Ensuring that kiosks, booths, signage and key areas are clear, current, and focused on new people.
- Planning and overseeing guest reception events.
- Ensuring that the guest services team answers questions and provides remarkable customer service on a consistent basis.
- Creating and continuously improving follow-up methods to ensure that newcomers are plugged in to [Church Name].

### *3. Oversight and Execution of Small Groups Ministry*

Constructs practical onramps and systems to help people move from visiting to belonging/growing:

- Developing a systematic and effective effort to generate interest in small groups (sign-up areas, brochures, stories, all-church promotions, webpage, etc).
- Overseeing information and tracking of small group participants and leaders.

### *4. Oversight and Execution of Connection Volunteer Teams*

The PC leads people in discovering their God-given shape and helps them plug into a ministry by:

- Creating an environment and system that is conducive for plugging new people into ministry.
- Recruiting, training and empowering volunteer team members.
- Championing the leadership development strategy for volunteers.
- Providing centralized efforts for training leaders (retreats, tools, etc.)
- Communicating clear vision and wins for volunteer teams on a regular basis.
- Producing videos, printed promotions, verbal announcements, web page information, etc. about serving at [Church Name].
- Building systems and structures that lead people from being spectators to volunteers.

# CREATIVE ARTS PASTOR

## S A M P L E J O B D E S C R I P T I O N

### THE UNSTUCK GROUP®

The role of the Creative Arts Pastor (CAP) is to oversee all elements of service programming for [Church Name] under the direction and leadership of the [Position Title]. This will require a firm grasp of the beliefs, values and strategy of [Church Name] and the ability to align staff, leadership teams, and volunteers with its mission, vision and values. The CAP will lead all components of worship programming including music, audio, video, lighting, creative elements and series planning.

The Creative Arts Pastor will be responsible for:

#### *1. Modeling Biblical Priorities*

Responsible for upholding Biblical priorities and core values of [Church Name]. The CAP should represent a growing personal relationship with Christ. The CAP models a strong relationship with his or her spouse (if married) and children (if applicable). The CAP strives to fulfill his or her purpose in life and ministry while demonstrating integrity in words, relationships and actions.

These objectives are accomplished by:

- Committing to a daily quiet-time with God.
- Participating in a [Church Name] small group on a regular basis.
- Setting appropriate boundaries to protect character and integrity.
- Developing personal evangelism opportunities within and outside the church.
- Supporting the ministries of [Church Name] by faithfully giving at least 10% of gross income.
- Adhering to and encompassing the qualities and characteristics required of [Church Name] employees, as defined by the Staff Handbook.

#### *2. Program Planning*

Responsible for all details related to the planning and execution of dynamic programs including, but not limited to, weekend worship services, leadership events and other ministry programs. This is accomplished by:

- Facilitating brainstorm sessions to generate ideas and creative elements for service programming.
- Interfacing with communicators to ensure a consistent message is being told in the program details, i.e. music, video, offering setups, next steps, etc.
- Leading weekly meetings to plan and coordinate music, video, technical, and creative elements to be used in service programming.

- Developing systems to create detailed scripts at least two weeks prior to the event date including musical, technical, video, and other program notes and assets.
- Leading regular evaluations and critique sessions to maintain a bar of excellence and monitoring the impact of service programming.

### *3. Creative Development*

Responsible for driving the creative direction of [Church Name] including, but not limited to, service programming, promotions and digital media. This is accomplished by:

- Staying in touch with culture trends to effectively connect the culture with the Gospel.
- Understanding the creative DNA of [Church Name] to effectively maximize programming, series development and promotions.
- Leading the creative brainstorming for series, programs and other ministry events.

### *4. Series Development*

Responsible for working with the senior pastor and/or lead communicators to plan and develop series that accomplish the vision as well as spiritual, educational and organizational goals of the church. This is accomplished by:

- Scheduling and leading series planning meetings to plan series at least 6-9 months in advance.
- Creating and managing systems/processes to work with all team members to develop a series from idea to implementation.
- Developing the CAP team and delegating responsibilities related to creating series summaries, developing promotional elements and creating service scripts that are fluid, consistent and ultimately accomplish the goals of the series.

### *5. Musical Direction*

- Leading music staff to arrange and compose fresh, innovative musical arrangements and worship/music sets.
- Overseeing the philosophy, systems and deadlines related to the production of dynamic worship/music sets.
- Creating and managing systems/processes to work with all team members to develop a series from idea to implementation.
- Creating goals and accountability that encourage music staff to network, recruit and develop musicians and singers (strive to be at least three deep in every position.)

### *6. Video Production*

Responsible for developing the people, philosophy, systems and deadlines related to the production of video for worship services and other ministry initiatives. This is accomplished by:

- Working closely with [Church Name] video team to produce creative and effective promotional and in-service videos including: concept, scripting, video shoots, editing and post-production.
- Leading and strategizing creative tactics to use video to promote and send the messages [Church Name] wants to communicate to the church and the world.

## *7. Technical Discussion*

Responsible for overseeing the audio, lighting, and video technology for [Church Name] including maintenance, programming and purchasing.

## *8. Budget*

Responsible for overseeing and managing the creative arts budget. Ensures that all guidelines for expenses and purchases are followed by team members.

## *9. Staff Supervision and Development*

Responsible for providing leadership to the creative arts team. The CAP leads, evaluates and mentors existing creative arts staff and volunteers and prioritizes future staffing needs. Includes the following responsibilities:

- Supervising the creative arts team in day-to-day operational activities.
- Overseeing the training and development of the creative team.
- Recruiting and empowering volunteers to serve for scheduled programs.
- Maintaining a strong network of relevant professionals (worship leaders, musicians, technical engineers, graphic designers, web developers, etc.)
- Developing ministry partnerships with outside vendors that share [Church Name]'s commitment to excellence.

## *10. Communications*

Responsible for overseeing the communications team to create consistency in messaging, branding and promotions. This is accomplished by:

- Working with the communications team to ensure a line-of-sight of church-wide programs and initiatives and strategically coordinate promotions.
- Developing creative ways to communicate desired messages with the worship audience.
- Leading communications team to create clearly defined policies and processes that set proper expectations related to promotions, especially as it relates to in-service promotions.

# EXECUTIVE PASTOR

## S A M P L E J O B D E S C R I P T I O N

### THE UNSTUCK GROUP®

The role of the Executive Pastor (XP) is to assist the Senior Pastor (SP) in overseeing the life and direction of the church under the direction of the [Board]. This will require a firm grasp of the beliefs, values and strategy of [Church Name] and the ability to align staff and key leadership teams with its mission. The XP will offer pastoral leadership to the congregation alongside the SP and elders. The XP will ensure that the systems, practices, and policies of the church responsibly and effectively support its ministry activities.

The Executive Pastor will be responsible for:

#### *1. Strategic Leadership and Planning*

Responsible for strategic planning and staff coordination in the execution of the church's mission and vision. Define strategic goals and action plans. The XP will provide the catalyzing challenges and activities which allow [Church Name] to remain true to its mission and vision, and develop new ministry programs so that the church is appropriately responsive to identified needs and church health. This leadership and input will be provided through many activities, including:

- Coordinating and leading staff meetings in partnership with the SP and engaging other activities designed to clarify and execute [Church Name's] goals and objectives. Facilitating regular meetings with the staff leadership team.
- Serving as a staff liaison to the [Board]. Providing leadership in vision casting and goal setting.
- Monitoring the pulse of the congregation through research and evaluation.
- Ensuring staffing, facilities and programs are appropriately and effectively aligned to best meet strategic goals.
- Fulfilling other pastoral and administrative duties as requested by the SP.

#### *2. Staff Supervision and Development*

Provides leadership to the staff team and serves as personnel director for pastors and paid staff. The XP will lead, evaluate, and mentor existing staff in their respective areas of ministry and prioritize staff additions. Includes the following responsibilities:

- Supervising the leadership team as it relates to day-to-day ministry and operational activities.
- Overseeing training and development.
- Implementing the hiring and dismissal process following direction and guidance from the SP and the [Board].
- Providing coaching to the staff in the design and implementation of all church ministries including periodically evaluating appropriate changes to organizational structure.

- Implementing strategies for salary reviews as part of the annual budgeting process.
- Serving as human resources manager and/or supervising staff or lay leaders performing these functions. Overseeing insurance and other benefits, conducting performance evaluations, and providing on-going informal performance feedback.

### *3. Administration*

Oversee and execute the administration of the church through appropriate staff, lay leadership teams, and consultants (as needed). Ensure the completion of business, facility, and logistical support functions through staff and volunteers. Responsibilities include:

- Serving as the chief financial officer providing oversight and direction in the large variety of financial functions of the church including: stewardship campaigns, cash flow, contributions, insurance, banking and financing, payroll, leases, budget development and administration.
- Overseeing campus development to ensure future facility acquisitions and expansions are consistent with the vision and values of your ministry strategy. Providing oversight to property purchases and leases and the design, construction and operations of existing and future facilities.
- Ensuring the church's technology infrastructure creates efficiencies and allows for continued ministry growth and innovations. Primary technology systems include but are not limited to church management solutions, accounting software, computer network, telecommunications and technology systems to support the creative arts.

### *4. Marketing and Communications*

Responsible for protecting and promoting [Church Name's] unique identity or "brand" through internal and external communications. Ensure that the message is communicated with quality and creativity and with the primary target, the unchurched, always in mind.

- Assisting the SP and creative team with packaging and promoting message series.
- Giving direction to marketing and public relations activities (through staff and volunteers).
- Reviewing communications guidelines and monitoring print and Web communications to make sure the message stays focused and consistent with [Church Name's] vision and values.

### *5. Reproducing the Church*

Recognizing that God is positioning [Church Name] to impact people's lives beyond [City], the XP will actively pursue opportunities to expand ministries under the direction of the SP to reach more people for Jesus. This is accomplished by:

- Develop a growth strategy that leverages existing resources and prepares for future expansion.
- Working with the SP to partner with organizations to equip and invest in church planting initiatives out of [Church Name].
- Supporting the SP in developing resources that help staff and lay leaders increase the impact of their ministry.

# DIRECTOR OF FAMILY MINISTRIES

## S A M P L E J O B D E S C R I P T I O N

### THE UNSTUCK GROUP®

The role of the Director of Family Ministries (DFM) is to oversee the family ministry strategy of [Church Name] under the direction and leadership of the [Position Title]. This will require a firm grasp of the beliefs, values and strategy of [Church Name] and the ability to align staff and key leadership teams with its mission, vision and values. The DFM partners with parents to disciple their children while equipping healthy families.

The Director of Family Ministries will be responsible for the following:

#### *1. Modeling Biblical Priorities*

Responsible for upholding Biblical priorities and core values of [Church Name]. The DFM should represent a growing personal relationship with Christ. The DFM models a strong relationship with his or her spouse (if married) and children (if applicable). The DFM strives to fulfill his or her purpose in life and ministry while demonstrating integrity in words, relationships and actions.

These objectives are accomplished by:

- Committing to a daily quiet-time with God.
- Participating in a [Church Name] small group on a regular basis.
- Setting appropriate boundaries to protect character and integrity.
- Developing personal evangelism opportunities within and outside the church.
- Supporting the ministries of [Church Name] by faithfully giving at least 10% of gross income.
- Adhering to and encompassing the qualities and characteristics required of [Church Name] employees, as defined by the Staff Handbook.

#### *2. Leadership of Staff and Volunteer Teams*

Success in this role will be best accomplished by prioritizing an investment in ministry leaders who, in turn, influence parents, students and children. The DFM is responsible for creating an environment that attracts, develops and empowers the leaders providing ministry programming to all children and students by:

- Communicating a clear vision and defined ministry wins for staff and volunteer teams on a regular basis.
- Building systems and structures that lead people from being spectators to volunteers.
- Overseeing safety and security systems for children and students (e.g. background checks, safety and security procedures, etc.)
- Leading staff and volunteer meetings.



- Championing the family ministry leadership development strategy.
- Providing centralized efforts for training leaders (retreats, tools, continuing education opportunities, etc.)
- Providing staff and volunteer teams with current family ministry best practices.
- Ensuring that the family ministry team answers questions and provides remarkable customer service to parents, students and kids on a consistent basis.
- Providing regular evaluations, feedback and systematic improvements for team members.
- Creating and continuously improving follow-up methods to ensure that new families and their kids are plugged in to [Church Name].
- Developing, submitting and managing budget forecasts and expenses for team leaders.
- Identifying, recruiting and interviewing potential staff members.
- Providing intentional opportunities to show appreciation to volunteers and staff.

### *3. Oversight and Execution of Weekend Environments*

Responsible for creating programs that provide engaging experiences and life-changing environments for children and students from birth to college-age by:

- Providing insight and direction for big picture programming and creative planning processes. Selecting relevant curriculum, props, and games for weekend experiences.
- Ensuring that check-in areas, ministry spaces and signage are clear, current and focused on new kids and their families.
- Producing videos, weekly scripts and lessons, printed promotions, verbal announcements, social media, web page information, marketing, etc. about the kid's ministry at [Church Name].
- Creating and maintaining a safe environment for kids, including special needs at [Church Name].

### *4. Oversight and Execution of Small Groups*

Designs practical onramps and systems to help kids and students move from visiting to belonging and growing by:

- Developing a systematic and effective effort to integrate kid's and student's small groups into weekend environments.
- Overseeing information and tracking of small group participants and leaders.
- Actively encouraging small group leaders to connect with families and kids during the week (visiting, coaching, discipling, etc.).
- Providing opportunities for kids and students to discover their unique purpose and begin developing their talents and abilities.
- Offering small group leaders curriculum, coaching materials and creative approaches to small group ministry.
- Implementing a strategy to equip parents to help their kids take their next steps toward Christ.
- Designing kids and student outreach efforts at [Church Name].

## *5. Oversight and Execution of Marriage and Family Events*

Designs and facilitates events intended to strengthen marriages, families, and parenting skills by:

- Implementing a strategy to equip parents to help their kids take their next steps toward Christ, focused on what happens outside of church walls.
- Designing a strategy to support needs of married couples, providing opportunities for married couples to enrich their marriage and engaged couples to prepare for marriage.
- Providing opportunities for parents to increase parenting skills and effectiveness.

# SENIOR PASTOR

## S A M P L E J O B D E S C R I P T I O N

### THE UNSTUCK GROUP®

The role of the Senior Pastor (SP) is to oversee the spiritual health and direction of the church under the direction [or “with the advisory oversight”] of the [Board]. This will require a firm grasp of the beliefs, values and strategy of [Church Name] and the ability to align staff and key leadership teams with its mission. The SP will offer pastoral leadership to the congregation alongside the elders. The SP will ensure that the systems, practices and policies of the church responsibly and effectively support its ministry activities.

The Senior Pastor will be responsible for the following:

#### *1. Ensuring the Spiritual Health of the Church*

Responsible for establishing and monitoring the discipleship strategy for the church. This discipleship strategy will include engaging people in corporate worship, encouraging them to grow spiritually, connecting them in serving opportunities and challenging them to fulfill their God-given mission to make disciples. These objectives are accomplished by:

- Defining a clear discipleship path so each person can self-identify their next steps toward Christ.
- Modeling discipleship with key staff and lay leaders.
- Providing Biblical teaching and casting vision that challenges people to pursue spiritual growth.
- Empowering staff and lay people to implement the discipleship strategy across all ministries.
- Measuring and monitoring the spiritual health of the church and, when necessary, holding staff and lay leaders accountable for the progress in their ministry areas.

#### *2. Modeling Biblical Priorities*

Responsible for upholding Biblical priorities and core values of [Church Name]. The SP should represent a growing personal relationship with Christ. The SP models a strong relationship with his spouse (if married) and children (if applicable). The SP strives to fulfill his or her purpose in life and ministry while demonstrating integrity in words, relationships and actions. These objectives are accomplished by:

- Committing to a daily quiet-time with God.
- Participating in a [Church Name] small group on a regular basis.
- Setting appropriate boundaries to protect character and integrity.
- Developing personal evangelism opportunities within and outside the church.
- Supporting the ministries of [Church Name] by faithfully giving at least 10% of gross income.
- Adhering to and encompassing the qualities and characteristics required of [Church Name] employees, as defined by the Staff Handbook.

### *3. Strategic Leadership and Planning*

Responsible for clarifying and championing [Church Name]'s vision and values. The SP will oversee strategic planning and staff coordination in the execution of the church's mission and vision. The SP will work with the senior leadership team to establish goals and action plans. The SP will provide the catalyzing challenges and activities which allow [Church Name] to remain true to its mission and vision. This leadership and input will be provided through many activities including:

- Coordinating and leading staff meetings and engaging other activities designed to clarify and execute [Church Name]'s goals and objectives. Facilitating regular meetings with the staff leadership team.
- Serving on the [Board].
- Providing leadership in vision casting and goal setting.
- Monitoring the pulse of the ministry through research and evaluation.
- Partnering with staff and lay leaders to ensure staffing, facilities, and programs are appropriately and effectively aligned to best meet strategic goals.
- Assigning pastoral and administrative duties to Executive Pastor, Campus Pastors and leadership teams as applicable.
- Overseeing budgets and providing oversight and direction in the large variety of financial functions of the church including: stewardship campaigns, cash flow, contributions, payroll, leases and budget development.

### *4. Oversight of [Church Name] Worship Experiences*

Responsible for ensuring that all worship experiences are executed with excellence. The SP displays excellent communication skills, the ability to make sound decisions, high level networking, and relational strength that enhance each worship experience. These objectives are accomplished by:

- Delivering relevant, Biblical messages.
- Partnering with leadership teams to plan and execute worship and other creative elements to compliment the teaching in each ministry environment.
- Offering direction to the creative team with planning, packaging and promoting message series.

### *5. Staff Supervision and Development*

Provides leadership to the staff team. The SP will lead, evaluate, and mentor existing staff in their respective areas of ministry. Includes the following responsibilities:

- Supervising the leadership team as it relates to day-to-day ministry and operational activities.
- Championing discipleship, training and leadership development.
- Overseeing the hiring and dismissal process for all staff.
- Providing coaching to the staff in the design and implementation of all church ministries including evaluating appropriate changes to organizational structure.

## 6. *Reproducing the Church*

Recognizing that God is positioning [Church Name] to impact people's lives beyond [City], the SP will actively pursue opportunities to expand ministries to reach more people for Jesus. This is accomplished by:

- Continuing to develop a growth strategy that leverages the synergy of existing resources and prepares for expansion in the future.
- Partnering with organizations to equip and invest in ministry initiatives out of [Church Name].
- Developing resources that help staff and lay leaders increase the impact of their ministry.

# MULTISITE DIRECTOR OF CAMPUS MINISTRY

## S A M P L E J O B D E S C R I P T I O N

### THE UNSTUCK GROUP®

The role of the Multisite Director of Campus Ministry (MD) is to oversee the campuses primarily through leading the Campus Pastors. This requires a firm grasp of the beliefs, values, and strategies of [Church Name] and the ability to champion alignment of the mission and vision across all campuses. The MD will participate on the Senior Leadership Team, partnering with central ministry leaders to create and lead effective ministry models in a multisite environment.

The MD will be responsible for:

#### *1. Modeling Biblical Priorities*

Responsible for upholding Biblical priorities and core values of [Church Name]. The MD should represent a growing personal relationship with Christ. The MD models a strong relationship with his or her spouse (if married) and children (if applicable). The MD strives to fulfill his or her purpose in life and ministry while demonstrating integrity in words, relationships and actions.

These objectives are accomplished by:

- Committing to a daily quiet-time with God.
- Participating in a [Church Name] small group on a regular basis.
- Setting appropriate boundaries to protect character and integrity.
- Developing personal evangelism opportunities within and outside the church.
- Supporting the ministries of [Church Name] by faithfully giving at least 10% of gross income.
- Adhering to and encompassing the qualities and characteristics required of [Church Name] employees, as defined by the Staff Handbook.

#### *2. Strategic Leadership and Planning*

Responsible for championing [Church Name]'s vision and values across all campuses. The MD will participate in the strategic planning and campus staff coordination in the execution of the church's mission and vision. The MD will lead the campus pastors in setting and accomplishing campus goals and action plans established by the senior leadership team. This will be accomplished by:

- Ensuring the brand experience on the weekend, in family ministries and through the discipleship path is being met at each campus through the leadership of the campus pastor.
- Keeping a pulse on the health and vitality of the campuses, their staff, and individual members of the team.

- Participating on the senior leadership team to help lead [Church Name] successfully into the future.
- Partnering with central ministry leaders to ensure central strategies are effective at the campuses.
- Overseeing campus budgets and providing oversight and direction for campus priorities.

### *3. Oversight of Campus Worship Experiences*

Provides leadership to the campus pastors. The MD will lead, evaluate, and mentor existing staff in their respective areas of ministry. Includes the following responsibilities:

- Supervising the campus pastors as it relates to day-to-day ministry and operational activities.
- Overseeing the hiring, recruiting, training and leadership development at all campuses.
- Working with campus pastors to develop future leaders; creating a bench of teammates ready to take on the next leadership role or challenge.
- Providing coaching to the staff in the design and implementation of central ministries.