

# DIRECTOR OF DIGITAL STRATEGIES

## 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 Digital Strategies is to lead and design the digital strategies that help people *outside* the church take next steps towards the church and faith, and engage people *within* the church to take their next steps on the discipleship pathway.

The Director of Digital Strategies will be responsible for the following functions:

#### 1. *Strategy*

Lead the development and implementation of [Church Name]'s digital strategy to help people meet, know and follow Jesus.

#### 2. *Marketing*

Oversee digital marketing efforts and external-facing digital communications, including the determination and tracking of digital metrics that will inform the decision-making process related to current and future digital strategies.

#### 3. *Engagement/Next Steps*

Develop the digital strategies that will help people move from exposure to [Church Name] to taking next steps that connect them to the church and to the church's discipleship pathway.

#### 4. *Teams*

Work with Communications, Weekend Experience and Next Step Teams to implement digital strategies, procure digital content and move people towards engagement.

## MINIMUM QUALIFICATIONS

The Director of Digital Strategies agrees and aligns with [Church Name]'s vision and values, with the ability to understand and translate [Church Name]'s ministry strategy and approach into the digital space. This role is a strategic thinker with the ability to envision, develop systems and processes, implement and drive projects and strategies through to completion. This will be accompanied by:

- Strong understanding of inbound marketing and content strategies for connecting with people and leading them on a journey
- Leadership experience, including developing, mentoring, and obtaining results through a team
- Capable of managing a staff or contract team in content execution areas (videography, design, photography, etc.)

- Strong analytical skills/data-driven thinking. Ability to use online analytics tools to identify trends to optimize spend and performance based on insights, and the ability to manage a digital marketing budget
- Demonstrates spiritual maturity and character consistent with the Biblical requirements for church leadership
- Effective communication skills—verbal and written
- Self-motivated, self-directed requiring minimal supervision; teamwork orientation with strong relationship management skills