



COMMUNITY  
PRESBYTERIAN CHURCH

## **Digital Director**

Title/Position: Digital Director (Full-Time)  
Department: Communications  
Team Leader: Communications Director

### **General Description:**

The Digital Director leads the development and implementation of CPC's digital marketing strategy, focused on distributing relevant content that attracts and engages people to reach them for Christ. This includes but is not limited to the website, app, social media, and the overall church online experience for CPC and our For the Valley initiative.

### **Specific Responsibilities:**

- Plans and implements communication and marketing strategy with a particular focus on online and digital engagement
- Leads the church's strategic use of website, social, and mobile platforms, in an integrated approach that supports CPC's vision
- Responsible for the content strategy and day to day management of the various digital platforms
- Manages and updates weekly content for church online, as well as manage and schedule CPC's online hosts
- Plans and implements online advertising to meet specific audience goals
- Stays informed by collecting data and analytics to make recommendations on content and strategy
- Works closely with the Director of Communications to ensure brand standard alignment, messaging and best practices, as well as integration with church-wide communications and marketing strategies
- Works closely with the Communications Project Manager and/or Communications Director to identify video and photography opportunities for ministries as well as marketing CPC entities to a wider audience, including 'FOR The Valley'.
- Works closely with the 'FOR The Valley' leadership team to plan, implement and manage the FTV website and social media sites



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### **Secondary Responsibilities:**

- Ability to work evenings or weekends to manage or support CPC church-related events
- Seek and act upon ways to increase work effectiveness
- Ability to work independently and responsibly to perform all duties to meet deadlines
- Be aware of and follow the employee procedures documented in the Human Resource policies and procedures handbook, including CPC's personal conduct guidelines
- Demonstrate professional and positive communications and attitude
- Build and maintain healthy relationships with other Communication department team members and volunteers, the Pastoral Staff and other CPC staff, volunteers and partners, adding value to every area
- Keep your supervisor informed of problems within your areas of responsibilities and include suggested solutions for any problems identified
- Perform other duties as requested by CPC leadership

### **Physical Requirements**

- Moderate physical activity. Must be able to carry 50 lbs., and/or standing and/or walking for long periods of time, i.e. more than four hours
- Must be able to stand and/or sit for long periods of time
- Drives infrequently to various locations to support communications initiatives and projects: included loading, setting up, operating and breaking down equipment

### **Qualifications**

- BS/MS degree in Digital Marketing or a related field
- Minimum 5-10 years experience in video production and marketing
- Proven track record of digital content creation and management
- Good oral and written (English and grammar) communication skills
- Proven track record working as a team member



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### **Relational Requirements**

- Effective influencer, collaborator and team player
- Disciplined project management and planning skills to deliver results
- Ability to set and manage expectations
- Understands CPC as an organization and the surrounding community's culture
- Regular CPC worship attender and genuine faith commitment to Jesus Christ

### **Terms of Employment**

- Salaried position - 40 hours/week
- Salary: TBD
- Benefits: Medical, dental, vision, vacation, paid holidays, retirement program, short and long-term disability