

## DIGITAL CONTENT MANAGER

### OUR MISSION

Our Mission at Rock Point Church is to point people to Jesus by loving them like Jesus and walk alongside them to develop into a fully engaged follower of Jesus. We describe this process in just three words: **Know, Grow, Go.**

### GENERAL POSITION DESCRIPTION

The Digital Content Manager will carry out the mission of the church by supporting and participating in the mission, vision, and values of the church and its implementation, through church communications. This position will plan, oversee, and execute Church communications projects and support the Communications Director and Communications Team. This role involves designating project resources, monitoring progress, and ensuring projects are completed on time, within budget, and to the highest standards.

**Classification:** Exempt; Salary | **Status:** Full-Time (up to 40 Hours/Week) |

**Team:** Communications | **Supervisor:** Communications Director

### WORK SCHEDULE

- TBD

### ESSENTIAL DUTIES & RESPONSIBILITIES

Support the Communications Director and the Communications Team by:

- Actively supporting and engaging in the mission, vision, and values of Rock Point Church, implementing these principles through strategic Church communications.
- Optimizing our Church management systems (Pushpay/CCB) and project management tools (Monday, Basecamp, etc.) to enhance the effectiveness of Church communications.
- Ensuring the timely submission, management, and completion of all projects with Live Design or any approved design agency.
- Serving as the primary point of contact for our assigned Live Design Project Manager, ensuring seamless coordination and communication.
- Collaborating with Church and ministry leaders to ensure effective and timely execution of communications projects.
- Assisting in the maintenance of our digital communication platforms, including the Church website, digital bulletin, and mobile app.
- Aiding in the maintenance of on-campus communications, encompassing both digital and print media, as well as signage.
- Provide reports on project management analytics to track progress and identify areas for improvement.
- Participating in weekly Communications Team meetings, monthly one-on-one sessions with the Communications Director, creative meetings, and other relevant gatherings as required.
- Performing additional duties as assigned to support the Church's communications efforts.

- Analyze customer expectations by reviewing past social media activity to tailor future communications effectively.
- Developing and launching innovative social media campaigns that align with Rock Point goals.
- Define and establish key performance indicators (KPIs) and key result areas (KRAs) for each social media campaign to measure success and impact.
- Track Search Engine Optimization (SEO) and web traffic metrics to optimize content and enhance visibility across digital platforms.
- Regularly update and manage content across all social media channels to maintain a consistent and engaging online presence.
- Actively engage with community to foster a positive Biblical relationship.
- Utilize social media management tools (Meta, Buffer, Hootsuite, etc.) to streamline posting and scheduling.
- Create compelling content or delegate content creation tasks to ensure high-quality material that resonates with our audience.
- Stay current on social media trends to ensure the brand remains relevant and competitive in the digital landscape.
- Recruit, develop, manage, and lead Communications volunteers.
- The Communications Project Manager will be responsible for planning and developing social media campaigns, crafting compelling content, coordinating content development, and posting content across various social media platforms.
- This role involves engaging with our community across different channels, analyzing the performance of ongoing campaigns, and staying updated with the latest social media trends to enhance our outreach and community engagement efforts.

## COMPETENCIES & PERSONAL QUALIFICATIONS

To perform the job successfully, the individual should demonstrate the following which align with Rock Point's four leadership foundations: Calling, Character, Commitment, and Competency.

### Calling

- **Serve** - Has the God-given passion to serve, and the unique spiritual gifting that will enable the leader to define reality, dream a desired future, and design pathways.
- **Spiritual Health** - Has a heart-driven passion for family and for the priority of a spiritually healthy marriage, if applicable.
- **Maintain Spiritual Health** - Is willing to seek pastoral counseling when needed.

### Character

- **Interpersonal Skills** - Focuses on solving conflict, not blaming; maintains confidentiality; listens to others without interrupting; maintains emotional composure; receptive to others' ideas; embraces new opportunities for growth.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; listens and seeks clarification; responds well to questions; participates in meetings.
- **Teamwork** - Balances team and individual responsibilities; exhibits objectiveness and openness to others' views; gives and welcomes feedback; contributes to building a

positive team spirit; puts team success above own interests; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed.

### Commitment

- **Buy-In** - Is committed to the church mission and to the church culture. Agrees with what God called Rock Point to be and has bought into Rock Point's mission, vision, values, doctrine, and strategy. Is able to love everyone, but understands that doesn't mean we have to work closely with everybody.
- **Customer Service** - Manages difficult or emotional customer situations; responds promptly to customer needs; solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.

### Competency

- **Problem Solving** - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason even when dealing with emotional topics.
- **Organizational Support** - Follows policies and procedures; completes administrative tasks correctly and on time; supports Church's goals and values.
- **Judgment** - Displays willingness to make decisions; exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in decision-making process; makes timely decisions.
- **Quality** - Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.

To align with Rock Point's **Core Values**, the individual should demonstrate the following personal qualifications:

- Be committed to spiritual growth.
  - **Biblical Authority** - We have no power without the power of God.
- Be relationally unified.
  - **Relationships** - We don't have to know everybody, but we need to be known by somebody.
- Be servant-hearted.
  - **People** - We are unapologetic about reaching people.
- Operate in grace and truth.
  - **Throat Punch** - We challenge each other with the right truth at the right time and in the right way.
- Have a positive can-do attitude and take initiative.
  - **Leadership** - We let leaders lead, but we don't leave them alone.
- Personable in working with staff and volunteers.
  - **Authenticity** - We care about transparency over perfection.
- Understands grace personally and lives this out through daily application.
  - **Humility** - We pursue God's Kingdom not our kingdom.
- Possess a healthy sense of humor.
  - **Fun** - We take what we do seriously, but not ourselves seriously.
- Possess an appropriate balance of leader/manager and pastor/shepherd.

- **Effectiveness** - We are relevant, not revolutionary.

## REQUIRED CRITICAL SKILLS, TRAINING, & EDUCATION

- Bachelor's degree level education or work experience equivalent.
- Workable knowledge and experience with office suites, such as iWork, Google Workplace, Microsoft 365.
- Workable knowledge and experience with project management tools, such as Basecamp, Monday, Asana, Teamwork.
- Agrees and aligns with the vision, values, and doctrinal [Statement of Beliefs](#) of Rock Point Church.

## PREFERRED QUALIFICATIONS

- Experience working on a large church staff.
- Experience working with and developing volunteer teams.

## PHYSICAL REQUIREMENTS

- While performing the duties of this job, the employee is regularly required to stand and walk and will occasionally be required to do some light lifting (up to 25 pounds).

## PERSONAL LIFE REQUIREMENTS (POST-HIRE)

- Model biblical understanding and maintain a consistent personal devotional life.
- Model biblical commitment and become a covenant member of Rock Point Church (exceptions allowed on a case-by-case basis with Lead Team approval).
- Model biblical family life before the body and regularly attend worship service with your family.
- Model biblical integrity and conduct personal life in a manner consistent with Rock Point Church's core values.
- Model biblical community.
- Model biblical generosity and financially support Rock Point Church.