



Manager of Digital Engagement

Position Type: Exempt, Salaried
Category: Full-Time
Classification:
Reports to: Director of Communications

ORGANIZATIONAL OVERVIEW

At St. Luke's United Methodist Church, we are an open community of Christians helping people find and give hope through Jesus Christ. We are committed to our community on the northside of Indianapolis and have seen our reach grow regionally and beyond through our digital presence. With a membership of over 6,000 we are the largest United Methodist Church (UMC) in Indiana and one of the largest in the U.S.

People are attracted to St. Luke's for our values: Our commitment to live the mission of the UMC, "To make disciples of Jesus Christ for the transformation of the world" and living the Christian faith in a way that is open to everyone - regardless of their gender, race, ethnicity, sexual orientation, nationality, disability, or socioeconomic background. As a church we are working to ensure that our congregation and its leadership represent the diversity of the community in which we are located. We are dedicated to including women, people of color, and LGBTQ+ as staff and in positions of leadership and decision-making.

POSITION OVERVIEW

The Manager of Digital Engagement oversees the planning, development, production, and execution of all Digital Media created to support St. Luke's engagement, growth, and online presence. This position will support the overall communications plan and all ministries to establish and grow their online presence through strategic execution of digital ministry through our website and/or email communications including the online Sunday morning experience.

This position requires technical capabilities, leadership qualities, collaboration abilities (with clergy, staff, volunteers, and vendors,) organization, creativity, and follow-through capabilities.

RESPONSIBILITIES

- Implement and manage St. Luke's online engagement and strategy

- Assist with the Online Campus as well as Sunday morning engagement through the Church Online Platform
- Recruit, train, coordinate, and manage volunteers for Sunday morning engagement teams
- Develop strategies to increase viewership and online engagement
- Work collaboratively with Communications Director, Pastor of Online Campus, and/or Executive Director of Worship to implement various digital strategies to increase reach and engagement
- Create and implement strategic online campaigns
- Create and manage online protocols for all ministries
- Work collaboratively with I.T. Department to manage and optimize online web content
- Oversee production for various online products to maintain quality and brand attributes
- Manage the St. Luke's website and build out landing pages to support ministries, large events, and online advertising
- Create and manage protocols for ministries to follow to optimize online presence and engagement for events
- Provide relevant training to ensure ministries are equipped and knowledgeable on current digital strategies
- Manage SEO and Google AdWords Grant
- Oversee and maintain content across all viewing platforms and on-demand libraries

Department Manager

- Indirect Supervisor for Coordinator of IT
- Approve and monitor the performance of online campaigns and the online campus

Staff-Related Duties

- Attend Staff Chapel, monthly Staff meetings and one on one meetings with Supervisor
- Any required or suggested training

QUALIFICATIONS

Demonstrate passion about the Christian faith, actively seek to grow in personal relationship with God, and be committed to the mission and purpose of St. Luke's.

- Online marketing experience desired
- Project management experience and the ability to multitask across competing priorities
- Comfortable meeting people of different backgrounds and expressions of faith
- Experience with customer service
- Calm and a proactive problem solver
- Flexibility with working hours due to the need for oversight on occasional online holiday events and most weekend services
- Knowledge of SEO and Google Analytics/AdWords
- Working knowledge of HTML and/or CSS

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

8/2022