



Director of the Online Campus

Position Type: Exempt
Category: Part-Time
Classification:
Reports to: Executive Pastor

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. Our vision is to live as an explosive force of God's radical, just, and inclusive love, reaching hundreds of thousands of people, especially those who have given up on church and a God who loves them. 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 5,000, we are the largest United Methodist Church (UMC) in Indiana and in our region.

Commitment to our vision and mission means 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 Director of the Online Campus at St. Luke's lives out the Wesleyan understanding: "The world is our parish." This director will advance the vision and mission of the church by engaging people near and far and at all stages in their faith journey. This will be accomplished by working across social media platforms and digital communication tools to form pastoral relationships, build an online campus community, and to implement a holistic digital discipleship strategy that empowers people to grow in living an embodied faith. This ministerial role is both pastoral and technical as it will help inform our digital/communication presence and outreach strategies.

CORE COMPETENCIES

Catalytic Leader: A catalytic leader models servant leadership, empowers and positions others for growth, and actively builds a culture of leadership development.

Shepherd: A pastoral presence provides care through prayer, connection, and referrals that others may know the compassion of Christ.

Community Builder: A community builder champions the building of transformational community by participating in, communicating the value of, and actively developing community.

Technophile: A technophile is knowledgeable and enthusiastic about innovatively leveraging technology for a given purpose and continually seeking new technologies and uses for the same.

Team Leader: A team leader effectively collaborates as a teammate and oversees a ministry team; a team leader promotes ministry excellence and inspires growth in others through modeling, support, and feedback.

Achiever: An achiever collaboratively sets challenging goals, tracks progress, solves obstacles/problems, and demonstrates urgency and drive in achieving goals for the mission of Christ.

RESPONSIBILITIES

- Build community with online constituents/members in evolving ways that are both interpersonal and technologically based
- Develop consistent and concrete avenues and practices for online constituents/members to engage with discipleship offerings that integrate with STL's discipleship pathways
- Collaborate and communicate with other church ministry staff leaders to create seamless online offerings of St. Luke's ministries and coordinate reaching online goals
- Create online content for the purposes of faith development and community building
- Help people take their next step - either online or to an in-person experience (small group, weekend service, assimilation process, ministry offering, etc.)
- Develop and meet with volunteer teams and leaders to help evolve and operate virtual ministries
- Liaison with Communication and IT teams to facilitate innovative tech usage, handle technical requirements of online ministry; lead the innovation of our online experience to expand our reach
- Utilize and analyze metrics to guide ministry decisions and assess the health of the online ministry; provide monthly reports to Executive Leadership
- Oversee operational budgets and projects related to the Online Campus
- Work Sundays and related ministry events
- Attend Wednesday staff chapel, monthly Ministry Team meetings, 1:1 with direct supervisor, and other meetings about virtual ministry that accomplish the above responsibilities

QUALIFICATIONS

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

- Bachelor's Degree or at least 5+ years' experience in virtual community building and/or church ministry
- Two or more years' experience offering direct compassionate care to people

- Proven success in using technology to build engaged community
- Provide examples of content creation for online audiences that have garnered high levels of engagement
- Proficiency in a variety of online platforms, use and interpretation of online metrics, Microsoft 365, and basic video editing and graphic design applications
- At least two years' experience in effectively recruiting, developing, and mobilizing volunteer teams
- The ability to communicate faith in specific and age-appropriate ways
- Exceptional communication and interpersonal skills, including demonstrated abilities to resolve conflicts in the spirit of love and restoration
- Exceptional project management experience, including building, implementing, executing, and evaluating plans/projects to continually improve
- Proven leadership skills
- Scheduling flexibility required (Sunday is a normal workday. Flexibility for events at various days and times is required.)

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.