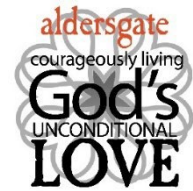


Digital Ministry Coordinator

Aldersgate United Methodist Church
1301 Collingwood Road, Alexandria, VA



Position Summary: The Digital Ministry Coordinator supports the communications ministry at Aldersgate United Methodist Church. They will work in coordination with Executive Director to develop a weekly newsletter, Sunday worship slides, social media posts, website updates and digital communications board. Additionally, they will work with the Pastors and staff to design, develop, and implement written and electronic communications for internal and community use. They will also serve as the primary backup for the soundboard and lights for Sunday morning worship services.

FLSA Status: Part-time Exempt – Professional Position (20 hours/week)

Hybrid In-Person/Remote Work Position: This position requires 10 hours per week in-person at the church. Primary in-person days are Sundays for worship and other designated day per week for staff meetings. Up to 10 hours of work per week may be completed remotely.

Core Responsibilities:

- (1) *Content Creation and Management* – Create engaging and informative graphics and content for AUMC's various digital platforms and for use in worship services. Create and prepare slides, announcements, and graphics for worship services both in-person and online. Engage with pastors, staff, lay leadership team, congregation, and various community groups to create digital content that supports the mission of AUMC;
- (2) *Communications and Marketing* – Develop and implement comprehensive church communications strategy across digital, print, and social platforms to promote church events, ministries, and initiatives. Oversee the church website, which includes the Aldersgate Day School, ensuring it is up-to-date, user-friendly, informative, and aligned with church mission and priorities. Create and maintain social media content that enhances engagement and outreach. Monitor and coordinate responses to social media posts in a timely manner. Create and produce flyers, brochures, and other promotional materials for ministries, events, and worship. Setup online sign-up pages for activities and events. Maintain and update the AUMC electronic monument sign;
- (3) *Administration and Leadership* – Participate in staff meetings and staff development. Maintain an organized digital media library that is accessible to staff and Leadership Team members. Recruit, train, and manage volunteers. Track and analyze digital metrics to assess the effectiveness of online efforts. Develop and share communications ideas with church staff and leadership. Oversee, manage, and prepare the communications ministry portions of the annual budget. Stay up-to-date with current trends in social media, design tools, and applications. Be ready, willing, and able to serve during Sunday worship service as the backup for the soundboard and lights.

Qualifications

- Love for Christ and people with strong, positive experiences in the Christian church;
- Possess qualities of both a team player and a team leader. Ability to work independently while also an openness to collaboration with other team members;
- Positive interactions with others which demonstrate humility and professionalism;
- Possess organizational and time management skills. Ability to multitask and meet deadlines for time-sensitive deliverables. Ability to proofread and attention to detail;
- Able to adapt to last minute changes and needs in the church and community, including flexibility on Sunday mornings to serve as a backup for soundboard and lights when needed;
- Experience and strong background in digital ministry, online engagement, and content creation;
- Possess excellent written and verbal communication skills with the ability to create compelling content;
- Vision to plan, develop, coordinate, and implement digital communication strategies;
- Knowledge of Wix, Constant Contact and Canva is a plus since these are the programs, we currently utilize to create our Digital Ministries content;
- Proficiency with website management, social media platforms, graphic design tools, and Windows based programs to include Outlook, Microsoft Word, Microsoft Publisher and Adobe products;
- Portfolio of work (professional or personal) that demonstrates technical skills and creative abilities in the area of web creation/design, social media content creation, graphics, and print media; and
- Prior experience working with volunteers is a plus.

Accountability:

Reports to the Executive Director.

Other:

Position description will be reviewed by the employee and supervisor annually in conjunction with annual employee review. Any recommended changes should be provided to the Executive Director and Leadership Team SPRC designee.

Reviewed:

Digital Ministry Coordinator	Date
Executive Director	Date
Lead Pastor	Date
Staff-Parish-Relations Representative	Date