



Position: Digital Minister

Purpose: Leadership, ministry, innovation and oversight

This role provides digital and online vision, ministry, oversight and support for all of Calvary's online ministries. This person is responsible for facilitating the best use of technology across the church including, but not restricted to, online live streams, social media, on-demand content, YouTube and podcasts.

Hours: 20-25 hours per week.

The goal of the Digital Minister is to help us live out our mission through all online platforms so we can lead even more people to a lifelong faith in Jesus Christ.

Key Job Duties & Responsibilities:

1. **Online Ministry:** (Focus: Leadership, assimilation, engagement) This role coordinates and oversees the online streaming services, ensures all staff are working toward online goals in various ministry departments, manages volunteer teams, and is the first point of contact for online viewers. The online minister is responsible for developing pathways with all staff for on-line viewers across ministry departments to serve our online community. They will also monitor and respond to online analytics and metrics.
2. **Online Service Producing:** (Focus: Leadership, service programming) This role plans and produces the online streaming service and events. They are responsible for scheduling and leading production volunteers, and work closely with in-person staff to ensure online services are of the highest quality and meet ministry goals. They will also make sure the services and online events are made available on-demand on multiple platforms.
3. **Digital Outreach:** (Focus: Leadership, marketing and outreach) This role is responsible for connecting unchurched people with our church's online services. This person creates and leverages a social media strategy, online marketing, Google keywords, YouTube, Facebook and LinkedIn ads, search engine knowledge, topical online events and watch parties to connect with unchurched people, and move them to fully engaged online worshippers, and potentially in-person attenders.
4. **Online Hosting:** (Leadership, hosting and engagement) This role helps facilitate the online service by connecting and engaging with viewers. This person will have on-camera and communication skills to welcome people to the service, and will also interact with online viewers via chat or social media.

5. **Online Service Directing:** (Focus: Leadership, production) This person will have technical knowledge of video switching, audio production and will direct the video that is streamed online. This person will be trained in video directing, and will communicate directly with camera people during the service. They will also be responsible for recruiting, training and coaching a team of volunteers.

Required Qualifications:

- Bachelor's degree
- Minimum of 3-5 years ministry, technology, and/or volunteer management experience
- Demonstrated ability to develop and execute social media strategies
- Demonstrated ability to effectively communicate online
- Ordained, non-ordained, and lay candidates will be considered

Working Conditions:

- Reports to Lead Pastor
- Hybrid work environment (in-office and at home)
- Schedule will include night and weekend work
- Light lifting required (up to 20 pounds)

If you meet the qualifications and would like to apply, please send your resume to Calvary Lutheran Church via email at hiring@calvaryalex.org. Inquiries can be directed to Katie Rentschler, Business Administrator, or Hans Dahl, Lead Pastor by calling 320.763.5178.

More information about Calvary Lutheran Church can be found on our website at www.calvaryalex.org.