

DIGITAL STRATEGY DIRECTOR

ROLE DESCRIPTION

The Digital Strategy Director will assist in amplifying Brown Missionary Baptist Church's (BMBC) vision of leveraging digital technology to share the Gospel and grow God's kingdom across the globe. This position directly contributes to our ministry's goal of creating impactful content that lasts beyond a weekend message. It also supports creative leadership in website/social media management and overall branding for BMBC's digital strategy.

RESPONSIBILITIES

- Serves as the primary lead for conceptualizing, creating, implementing, maintaining, and coordinating all digital content for the Brown Missionary Baptist Church website and social media channels.
- Oversees BMBC's email and text communication systems
- Coordinates website content and updates in collaboration with external vendors
- Develops and executes social media strategy, including developing content, scheduling content releases, engaging in conversations on behalf of BMBC, and tracking/reporting social media content
- Organizes and maintains an editorial calendar, with posts drafted and scheduled for future publication
- Analyzes social media trends and metrics, such as new user growth, fan likes, comments, and shares, and report these numbers on a weekly basis.
- Performs research on current benchmark trends and digital audience
- Provides guidance to the digital volunteer team or volunteer designated within each ministry to manage digital content.
- Creates methods for finding and saving online feedback and trends
- Work closely with the Creative Director and others to execute announcements and social campaigns
- Works collaboratively with the Creative Team to maintain the BMBC visual brand
- Assists in the creation, curation, and management of all published content (images, video, written and audio/podcast).
- Oversees the preparation and execution of online chat for weekend services.
- Pursues and shares stories of online members that illustrate the vision of BMBC.
- Collaborates closely with the rest of the Digital Team to brainstorm opportunities for greater impact.

QUALIFICATIONS

- Demonstrate a stable, mature Christian walk, reflecting the fruit of the Spirit.
- High level understanding and passion for digital content
- Very high attention to detail
- Great time management skills & ability to work under pressure
- Ability to manage and deliver multiple projects at one time and meet quick deadlines.

- Ability to manage a volunteer team.
- Ability to effectively collaborate with, and provide recommendations to, management.
- Ability to function well and contribute to a team environment, while also motivating peers.
- Ability to work and think proactively, prioritize tasks, plan, and develop creative strategies.
- Ability to multi-task and to produce quality work in a fast-paced environment.
- Ability to make minor edits/revisions of the website.
- Proven written and verbal communication skills.
- Knowledge of Adobe Illustrator or Photoshop is a plus.
- Knowledge of good photography and videography.
- Ability to edit and provide quality images.