



# Online Content & Connection Strategist

Coordinator | Women's Ministries

Reports to: Pastor, Women's Ministries

## PRIMARY OBJECTIVES

The Content & Connection Strategist is committed to establishing the Women's Ministry Social Media presence so that women can be reached, engaged, attached, and integrated into the life and discipleship of Village Church.

## DEMONSTRATED COMPETENCIES

Demonstrated competencies are:

**Personal Credibility:** Leads by personal example with demonstrated humility, a desire to continually improve, and fruits resulting from an active, growing, and strong relationship with Jesus. Is personally dynamic, energetic and articulate. **Focused.**

**Persuasive Communication:** The ability to plan and deliver oral and written communications that make an impact and persuade their audience. Able to express oneself clearly in conversation and interactions with others. Understands the vision and DNA of Village Church and is able to clearly communicate it to others.

**Creative Thinking:** Discovering new opportunities and solutions for problems by looking beyond current practices and using innovative thinking. Is constantly acting as a **learner** and innovator.

**Team Collaboration:** Works cooperatively with others and follows through on assigned tasks. Is able to coordinate with other ministries of Village Church to ensure deliverables are completed on time; **servant**. Contributes to **#BestTeam** culture through collaboration and positive attitude.

## RESPONSIBILITIES

- Works collaboratively with the Communications department to ensure all content is on brand and fits the Village tone and voice. Maintains Village Brand Guidelines at all times.
- Works within the processes established to ensure smooth, efficient and timely delivery of messaging. Collaborates well with others and has a **servant** attitude.
- Collaborates with the Pastor of Women's Ministries (primary) and Director of Communications (secondary) for input into a monthly plan
- Creates each month's content plan for Instagram and FB Group (Surrey)
- Collaborates with team to create written materials, develop content ensuring all messaging is on target, theologically sound and culturally relevant

- Works within existing processes and systems, ensuring cross departmental communication is strong.
- Acts with a sense of **urgency**.
- Collaborates with the team to create features (ex. IGTV monthly features)
- Maintains the scheduling of interviews/people ensuring all speakers are multigenerational, multicultural and relevant to women.
- Plans and hosts “fun” events, co-hosts interviewing real women, and LIVE IGTV segments (schedule created for these segments).
- Ensures all tasks and activities are completed with a high degree of **excellence**.
- Oversees that all Social Media platforms are being maintained.
- Ensures that all responsibilities are completed in a purposeful and **focused** manner that points people to Jesus.
- Participates in the vetting of any forward facing personalities of Women’s Ministries
- Pursues relationships with unchurched people - connecting with them inviting them to events and services. Is a passionate **Disciple** who wants to connect people.

## KEY RESULTS

### GOSPEL

- The Women’s Ministry social media presence is communicating the mission and vision of Village Church.

### COMMUNITY

- Women from all sites are able to connect to the church via an online presence. Women are brought into the discipleship streams through social media.
- Content Creation and production for social media channels is systematized and hitting deadlines.

### CULTURE

- The Women’s Ministry social media presence is consistent, scheduled, relevant, and has high engagement.
- Data on people who have participated in classes and/or are connected to online Village Women’s communities is collected and passed along to the team for next steps in connecting to broader Village Church ministry and discipleship.

## QUALIFICATIONS:

- Fulfills the duties required of Village Church members
- Philosophically aligned with Village Church leadership
- Understanding of the DNA of Village Kids and Village Church
- Excellent verbal and written communication skills
- Organized, system-oriented,
- High proficiency in Social Media tools and resources
- Trustworthy, passionate, dedicated, self-starter/initiator
- Manages conflict, steadfast spirit, problem solving skills an asset

- Personally dynamic, energetic, spontaneous, articulate

**WORK WEEK:**

- 24 hours per week
- Flexible in office and from home
- Occasional evenings and weekends