

THE VINEYARD CHURCH

JOB DESCRIPTION

TITLE: Assistant Director of Digital Media

FLSA: Exempt

SUMMARY: This is a weekend-driven position responsible for video production and the online presence of The Vineyard Church. This position reports to the Director of Communications and will lead various Communications Teams. This is a full-time position.

ESSENTIAL FUNCTIONS

- 1. Maintain a vital relationship with Jesus Christ**
- 2. Responsible for Vineyard's Online Presence**
 - Utilize the Social Media & Photography Team to visually capture and execute a weekly social media strategy
 - Oversee church social media accounts and create a proactive digital schedule
 - Support ministry leaders with a content strategy focused on producing content beyond Weekend Celebrations
 - Build relationships with Vineyard's audience by managing content and interactions on Vineyard social media pages
 - Increase engagement & continue to improve our strategy of informing, engaging, and encouraging
 - Regularly review and report on analytics tied to ministry strategy and goals
 - Stay informed of current digital trends and identify opportunities for growth and innovation
- 3. Responsible for Video Production & Storytelling**
 - Regularly produce videos (announcements, God stories, and other requested or self-identified)
 - Knowledgeable about video equipment, including sound and lighting
 - Find and meet with individuals who have a God Story to share
 - Produce and/or share monthly God Stories via Weekend Celebrations and/or social media
- 4. Responsible for Volunteer Teams**
 - Assist in directing various communication teams (photography & social media) by recruiting, developing, and caring for both new and existing team members
 - Meet regularly with team coordinators
 - Help care for the spiritual health of team members
- 5. Assist the Director of Communications in:**
 - Contributing to Communications Team brainstorming and team meetings
 - Establishing and meeting deadlines for short-term and long-term projects
 - Organizing and managing projects with the ability to handle multiple projects
 - Working closely with ministry teams to produce quality material that is visually appealing and engaging
 - Other tasks as assigned

OTHER FUNCTIONS

- Participate in staff-related office functions by attending and participating in staff meetings and establishing and communicating regular office hours
- Keep abreast of, and maintain knowledge of, media-related issues and concerns by participating in continuing education and other related educational outlets
- Reasonable availability for ministry-related emergencies

KNOWLEDGE, SKILLS, AND ABILITIES

- Must be administratively sharp with strong computer and people skills
- Must have extensive experience using social media
- Should have experience with Adobe Creative Cloud products
- Knowledge and abilities for this position can be acquired through a degree in a marketing, communications, or related discipline or equivalent combination of education and experience
- Must demonstrate strong interpersonal and communication skills, both oral and written, necessary to communicate with creative artists as well as pastoral leaders

Effective Date: 8-6-2025

Lead Pastor Approval

Title

Date

Human Resources Approval

Title

Date

The above statements are intended to describe the essential job functions and level of work performed by individuals assigned to this classification. They are not to be construed as an exhaustive list of all job duties performed by the personnel occupying this position.