

Digital Experience Specialist

Department: Communications Team

Job Title: Digital Experience Specialist

Reports to: Communications Director

Direct reports: n/a

Status: Full-time (40+ hours per week); Exempt

Position Overview

The Digital Experience Specialist seeks to advance the gospel by creating an atmosphere for our online guests to connect with God and one another. The Digital Experience Specialist will use social media channels and online video to showcase the possibilities of what God can do with their life.

Position Responsibilities

- Play a key role in supporting the creative direction of Marketing & Communications at for Alliance Church.
- Provide inspiration and drive innovation for the social media presence of Alliance Church, including relevant apps/platforms, video shorts & Reels, YouTube, and more.
- Own any future development of, including promotion of, the online experience for Sunday service(s).
- Support ministry teams with creative digital solutions for events or campaigns.
- Advance community engagement through data-driven insights, overseeing data collection and analysis for online community interactions.
- Serve on cross-functional teams to develop major events or campaigns.
- Develop and maintain programs or campaigns to elicit feedback from various stakeholders through two-way communication, internally and externally.

Position requirements

- Must have an active and growing relationship with Jesus Christ with a passion to see more people around the world connecting with Him and each other.
- A bachelor's degree in marketing, communications, management, video or graphic design or at least 2 years' experience.
- Must have experience working on a creative team.
- At least one year of management experience is a plus.
- Proficient skills in Adobe Creative Suite and multiple video editing programs.



STRATEGIC FRAMEWORK

Vision/Purpose: Connecting the world with God and one another.

MINISTRY VALUES

1. Bringing glory to God and reaching people for Jesus Christ drives everything we do.
2. All of our ministries are to be Biblically sound, culturally relevant, and supported with prayer.
3. God's Word is truth and we trust it above anything else to make a lasting impact on those we touch.
4. Individual and corporate worship is critical to our spiritual health and relationship with God.
5. Our fellowship is focused on shepherding and caring for one another.
6. Our evangelism is driven by a sincere burden for all people and is worldwide in its impact.
7. Our ministry is done with excellence and sense of urgency because it honors God and inspires people.
8. We will never lose sight of our vision.

MINISTRY PHILOSOPHY

Simple Purpose, Simple Church

Our purpose is simple: Connecting the world with God and one another. Our church structure, programming and ministries will follow our simple discipleship process. All we do will be understandable and easily accessible. We will strive to have a minimum amount of bureaucracy.

Strategic and Effective

We minister with a sense of urgency; the stakes are heaven and hell for the people we serve. Everything we do will be strategically planned, focused on the vision and measured for outcomes. Our measure of "success" will be conversions, baptisms, spiritual growth and maturity, and the completing of the Great Commission.

Felt Needs First, Prescribed Needs Second

We will seek to meet people's felt needs first, then move people to the "prescribed" needs outlined in the Bible.

Come and See – Go and Be

We will partner with the congregation in doing Kingdom work. The staff's role will be to provide clear vision and effective programming. The congregation's role will be to invite people to come and experience what God is doing through Alliance Church and eventually engage in the discipleship process. We also encourage ministries and individuals to "go and be" the reality of Jesus Christ by sharing Christ's love through personal evangelism, community service and world missions.

Healthy Relationships

We work together as a team. We keep short accounts, will not let conflict simmer and have a never-ending focus on the vision. We will maintain a broad view and will not tolerate turf wars or personal kingdom building.

Servant Leadership

We have a towel over our arm at all times. We have a positive attitude of joyful, humble service towards each other and the people we serve in and outside of our church.

Stronger Together

We will be a ministry that strategically and intentionally integrates ministries so they link together to produce healthy disciples of Christ that can advance the Kingdom as one.

Complementarian

Men and women equally share in the blessings of salvation; nevertheless, based on Scripture, some governing and teaching roles within the church are restricted to men.

Healthy Leadership

We are healthy, high-capacity individuals. We maintain our spiritual, emotional, relational, mental, and physical health by keeping our priorities straight. We live up to our commitments to others and live lives of integrity, at home, at church, and in the community.

Equip Future Leaders

We will train, equip, and empower young leaders in all ministries to remain relevant and effective, both for today, and for future generations.