



## Digital Engagement Director Job Description

The Digital Engagement Director is responsible for leading Hope Church's online strategy and creating the digital pathways and next steps of faith for online attendees. The Digital Engagement Director will oversee all elements of the digital experience, including online services, social media channels, website, newsletters, digital advertising and additional ministry-specific online content.

### **Primary Responsibilities**

- Develop and evolve the digital pathway for online attendees, including the creation of the appropriate next steps of faith for engagement with ministry leaders.
- Engage with online attendees to help take their next steps of faith during services and throughout the week. Serve as the main point of contact and conduct follow-up with online guests.
- Support online service programming and development to ensure a high-quality online experience.
- Write and create content for online platforms, including scripts, copy, stories and social media. Work closely with graphic designer, videographers and photographers on visual content for relevant platforms.
- Manage and report online analytics and trends.
- Cultivate and work closely with the digital engagement volunteer team.

### **Qualifications**

- 3-5+ years of experience in a creative or digital engagement role.
- Experience with various online channels and implementing strategies for social media engagement and engagement within the church.

### **Thriving at Hope Church**

Hope Church is a non-denominational church in Oconomowoc, Wisconsin. Hope Church is focused on reaching the unchurched in the Lake Country area and beyond. You can learn more about Hope at <https://hopelakecountry.com/>.

People who love working at Hope:

- Relentlessly pursue Hope's vision of creating a church that attracts and engages the unchurched
- Practice servant leadership
- Take responsibility for results
- Prioritize personal health (emotional, relational, spiritual, physical etc.)

### **To Learn More**

Qualified candidates can submit a resume to Hope Church at [info@hopelakecountry.com](mailto:info@hopelakecountry.com).