



Position: Director of Digital Arts (DDA) at Faith Lutheran Church, Rochester, NY

Primary Duties and Responsibilities:

1. Digital Media & Production

- a) Oversee and manage the production of weekly services, including livestreaming, video recording, and audio/visual support.
- b) Create high-quality video content for church services, announcements, and promotional materials.
- c) Develop graphic design content for sermons, social media, and church events.
- d) Ensure consistency in visual and audio quality across all platforms (in-house and online).
- e) Troubleshoot and oversee projects that maintain or enhance Faith's AV technology.

2. Social Media & Online Presence

- a) Lead the church's social media strategy, including content creation and scheduling.
- b) Monitor engagement on various social media platforms (Facebook, Instagram, YouTube, etc.) and respond to comments as needed.
- c) Work with ministry leaders to ensure the church's online presence is updated and reflects current church activities and events.

3. Website Management

- a) Oversee the maintenance and content updates of the church website (including weekly sermon uploads), ensuring the website remains user-friendly and current.
- b) Collaborate with ministry leaders to create event promotions as needed.

5. Team Leadership & Volunteer Coordination

- a) Recruit, train, and lead a team of volunteers to assist with digital production (sound, video, etc.).
- b) Schedule volunteers for service production and other digital arts needs.
- c) Provide ongoing support and training to ensure a high standard of excellence in digital media.
- d) Stay updated on emerging digital trends and recommend new strategies for digital outreach and engagement.

Administration

1. Attend weekly staff meetings.
2. Attend other team meetings as needed.

Accountability

1. The DDA will report to the Pastor and is accountable to the Faith Leadership Board and congregation.

Preferred Experience & Skills

1. Bachelor's degree in Digital Media, Graphic Design, Communications, or a related field (preferred).
2. Experience with digital production, graphic design software (Adobe Creative Suite, Canva), video editing (Final Cut Pro, Premiere), and website content management systems (e.g., WordPress).
3. Strong knowledge of social media platforms and digital marketing strategies.

4. Experience with livestreaming, sound engineering, and video production equipment.
5. Excellent organizational and time management skills, with the ability to manage multiple projects simultaneously.
6. Strong leadership and communication skills.
7. Ability to work in a collaborative, team-oriented environment.
8. A heart for ministry and a passion for using digital arts to further the Gospel of Jesus!
9. Commitment to Faith's mission to help God's people "Connect, Grow, and Serve" together in the name of Jesus!

Time Commitment

1. 30-40 hours per week
2. Flexible hours
3. Position requires attendance at staff meetings and most Sunday mornings.

Salary & Benefits

1. \$20-30 per hour; contingent upon education and experience.
2. Health & dental insurance, retirement plan, disability insurance, paid holidays, and PTO