

TRINITY PRESBYTERIAN CHURCH  
Purchase, NY

### **MEDIA DIRECTOR (Part Time)**

#### **Job Title:** Media Director

The primary role of the Media Director is to oversee the media outlets for Trinity Presbyterian Church, assisting it in the formulation and maintenance of its online presence for the purposes of increasing its visibility and accessibility.

#### **Expectations**

1. The Media Director (MD) is to attend weekly staff meetings as needed.
2. Uphold standard of excellence in the spirit and manner of Christ-centeredness.
3. As a respected and trusted member of the Trinity Presbyterian Church family, the MD is expected to conduct himself or herself in a manner that exemplifies the qualities taught by Jesus Christ. Lead within the bounds of the Trinity Presbyterian Church mission, vision, core values, and the directions of the board of elders.
4. 15-20 hour work week.

#### **Accountability Relationships**

1. *Relationship to Senior Pastor:* Like all staff, the MD serves under the leadership of the Senior Pastor. As the Senior Pastor in the chief liturgical leader of Trinity Church, the MMD will work closely with—and report to—the senior pastor in all aspects of worship planning. Relationships of friendship, collegiality, and accountability are to be expected among the church staff.
2. *Relationship to the Executive Pastor:* The
3. MD reports directly to, and is under the immediate supervision of the Executive Pastor in order to discuss media strategies, set goals, oversee administrative tasks, and for regular coordinating meetings—though, as noted above, the MD will work primarily with the senior pastor in worship planning and leadership. The Executive Pastor, in close communication with the Senior Pastor, will provide performance reviews and evaluations at least annually.
4. *Termination of employment:* The music director serves under the direction of the Executive Pastor, who, with the support of the Senior Pastor and in consultation with the Session, may terminate the position.

#### **Responsibilities**

The MD focuses on several key areas:

Updated design and upkeep of all social media platforms, the church website, Sunday service recordings/ livestream, and other means of “marketing” the church and increasing its visibility.

These areas entail several specific ministry responsibilities. These responsibilities are subject to change and review in conjunction with the Executive Pastor’s approval and do not include every aspect of the position, which may require modification or expansion according to the church’s needs:

### **Weekly/ Regular Responsibilities:**

1. Produce *online* liturgy (pdf, podcast and video formats). This involves coordinating with staff/ musicians/ volunteers either live or digitally.
2. Record music (live or pre-recorded) for online services/ train and manage volunteers for this responsibility.<sup>1</sup>
3. Upload podcast/video to Lybsin/Vimeo/ Trinity website for Sunday Services.
4. Oversee the Livestreaming of services if and when pre-recording services are no longer required.
5. Help develop strategies and marketing campaigns for Trinity Presbyterian's worship and events through social media and creative platforms.
6. Manage all audio-visual equipment and current updates.
7. Update photos of church life and events (hiring of a photographer quarterly); help create and upload videos centered on church life and events.
8. Develop, implement and manage the social media ministry of Trinity Presbyterian Church, including updating and "boosting" social media posts for services and events as needed.
9. Develop other means of marketing the church's presence in the Westchester area.
10. Learn and develop new social media marketing tools, keeping up to date with the latest social media best practices and technologies.
11. Keep the church website current and make improvements where necessary.
12. Provide oversight, encouragement, care and training to those who volunteer in the media ministry. Recruit and develop new volunteers.
13. Work with the Executive Pastor to plan, submit and control annual budget for the medial ministry, as well as controlling spending.

### **Special Services, Concerts**

1. Record, edit and present events (as needed) to various online services and sites.
2. Advertise and upload all events to media formats as needed.

### **Periodic Responsibilities**

1. Maintain music and media budget and check budget reports, including arranging for rental, loan or purchase of music/scores, online media sources, production costs, advertising, technical equipment etc.
2. Input data into music software, as required.

### **General Guidelines**

The MD shall work within the following general guidelines:

1. The average work week would be 15-20 hours per week (some seasons require more hours than others).
2. Items purchased for ministry use shall (within budget) be purchased by the church.
3. Ministry travel (outside of ordinary commuting & local travel) shall be reimbursed by the church.
4. The Executive Pastor, with the Senior Pastor, shall review and evaluate the work of the Media Director, with the assistance of the Session and other relevant ministry leaders as needed. Formal performance reviews shall be conducted annually.

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<sup>1</sup> This would either mean pre-recording the services as we have been doing, or recording the live services and producing them after church on Sunday afternoon.

**Education & Experience:**

1. The MD should have video editing experience, website and social media platform management, and some experience with graphic design (or a willingness to learn some graphic design techniques) .
2. The MD needs a proven track record of effective ministry/ work and sound character.