REAL LIFE MINISTRIES

JOB DESCRIPTION

Title: Digital Content Specialist
Reports To: Digital Discipleship Team Pastor
Status: FLSA Non-Exempt
Prepared By: Scott Campbell
Hours per week: 40

Ministry: Communications
Classification Grade: T-4
Approved By: Human Resources
Approved Date: 08/03/2026

Essential Organizational Core Values

The **Digital Content Specialist** is responsible to champion Real Life Ministries' Vision, Mission, Methodology, and Strategy in two primary ways:

- **As an Individual Leader**: The **Digital Content Specialist** is responsible for taking the leadership of all ministry functions they oversee and live out Real Life Ministries' Organizational Core Values and 7 Ministry Essentials personally and ensure their leadership and oversight of the ministries they oversee also embody and are living out Real Life Ministries' Organizational Core Values and 7 Ministry Essentials. Responsible for the effective execution of the Essential Job functions of this role as detailed below.

- **As a Team Member on the Communications Team and Real Life Staff Team:** The **Digital Content Specialist** has a responsibility to collaborate as a team member on their immediate team as well as the Real Life Staff Team as a whole to accomplish church wide objectives and goals as well as Communications team objectives and goals for their immediate team.

Job Summary

1. **Primary Responsibilities (70 %)**
   - Create church-wide communications like All Church Emails.
   - Edit the website in an ongoing basis for accuracy, with an eye for user experience.
   - Disseminate resources (such as sermons, podcasts, books, etc.) through various Communications channels (such as the website, app, social media, etc.).
   - Monitor metrics such as website viewership and usage trends, app usage and CTA effectiveness, and create recommendations for optimizing events based off their given goals compared to said metrics.
   - Administrative functions such as ordering, printing, and ensuring delivery of Communications materials to campuses.
   - Assure discreet handling of all sensitive information regarding personnel, volunteers, and Real Life Ministries overall.

2. **Team Function (20 %)**
   - The Communications Team is your "first team." Demonstrate peer-to-peer accountability, emotional and spiritual support of others in your first team.
   - Coachable, approachable and demonstrates the ability and courage to speak and accept critical feedback and truth in love.
   - Ability to think critically, systematically and collaboratively with the Communications team to develop creative strategies and ministry priorities for the Communications team.
     - Must live out Real Life's Organizational Core Values on the Communications Team.

- Be a functioning part of the Real Life Team.

3. **Real Life Staff Relations (10 %)**
    - Interface and collaborate with leaders and staff of other ministries in the church, including staff members from the other campuses.
    - When another team member needs to talk, priority is made and schedules are rearranged to accommodate the meeting in an appropriate and timely manner.
    - Values and abide to the expectations of being a member of the church found in our Membership and annual Aligning the Team training.
    - Participate in All Staff Leadership development trainings weekly, All Staff meetings monthly, and Staff Retreat annually.
    - Participation in All-Church functions as well as global trainings that fall outside of the specific Job Description (Unite, Easter, Harvest Fest, etc.).

Qualifications and Required Skills

- Experience with Trello or comparable task-management software.
- Organization and managing details are key. Must be able to keep on top of To-Do lists, spreadsheets, checklists, and manage multiple calendars.
- Must be able to think on their feet, put things together fast, change course quickly, and provide appropriate input to changes being made.
- Must be a self-starter and able to set personal goals, train themselves and independently identify solutions. Must be able to work independently with little supervision.
- Ability to initiate discussions and plans with the Communications team and be comfortable when things are uncomfortable.
- Must be able to follow policies and procedures but possess the ability to use discretion when non-routine situations arise.
- Must be able to handle conflict in a biblical manner.
- Must be a good problem solver and an intuitive thinker. Needs to take initiative to anticipate potential challenges and issues.
- Comfortable giving direction to staff and lay leadership.
- Appropriately handle sensitive and confidential information and situations.
- Ability to focus on details, prioritize and meet deadlines.
- Proficiency with the Internet, word processing programs, spreadsheets, digital calendars, and other computer-based technologies.
- The ability to focus on the big picture while keeping track of all the little details.

Real Life's Core Competencies, as defined in our 3 C's document, necessary to succeed in this role:
Initiative: The expectation to take action and next steps independently of others' instruction for the betterment of the whole.

Consistent Methods: The expectation to have regular and dependable communication in every direction (down to those you lead, up to those that lead you and to the side with peers and teammates) by consistent means (meetings, texts, emails, etc.).

Adaptability: The expectation and resilience to flex and adjust your perspective, approach, and/or plan in consideration of new information, challenges or opportunities with a positive attitude.
Collaboration: The expectation to have team members and ministries share ideas, knowledge and abilities in order to accomplish a common goal together as an individual ministry and the church as a whole. No silos.

Vision Casting: The expectation to have team members and ministries share ideas, knowledge and abilities in order to accomplish a common goal together as an individual ministry and the church as a whole. No silos.

Spiritual Aspects of Job Requirements:

- A heart for God that is evidenced by proven character and a spiritual-mindedness that understands that "apart from Christ we can do nothing." – Abiding in Christ.
- A shepherd's temperament; servant-leader/mentor attitude and inclination.
- Strong interpersonal skills—ability to communicate persuasively and compassionately, both orally and in writing.
- Strong biblical foundation for wise management in a church setting.
- Able to establish and maintain appropriate standards for the accomplishment of ministry in a way that honors both God and people.
- Since we work primarily in teams at Real Life, must understand group dynamics and ensure effective consensus building and decision-making.
- Personal initiative and diligence, which produces follow-through in tasks.
- Solid biblical/theological convictions, which are aligned with Real Life Ministries' Doctrine and Statement of Faith.
- A willingness to grow and adapt to the inevitable changes found in a local church.

Physical Abilities required

- While performing the duties of this Job, the employee is regularly required to sit; use hands and arms to handle, feel and reach. The employee is frequently required to stand and occasionally required to climb or balance; stoop, kneel, or crouch. Must regularly lift and/or move up to 10 pounds, frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision and depth perception.

Disclaimer(s)

- The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.
- Volunteering: Real Life Ministries has many volunteer opportunities. As an employee of Real Life Ministries, any time spent during your normal work hours or fulfilling your job description duties for the specific ministry area you are a part of will be considered hours worked and you will be compensated for those hours. If you desire to volunteer in another area of ministry within Real Life Ministries, and it falls outside of your normal working hours, you can do so by filling out an Employee Volunteer Acknowledgement Form and turn it into HR.

Employee Name: _____

Employee Signature _____ Date_____