



Job Description

Position Title: Digital Experience Director
Reports To: Director of Experience
Revised: 08.25.2022

Department: Experience
Status: Full-Time; Salaried, exempt
Campus: Campus Support Team

Primary Purpose

The Digital Experience Director will lead the Digital team at NewPointe. This individual is responsible for developing, managing and enhancing the digital channels and platforms (social media, websites, e-communications). This position combines strategic and tactical expertise in developing and leading digital marketing and communications initiatives and campaigns with superb leadership qualities to mentor, coach, and build strong relationships. This position is responsible for the front-end operations of all public websites, apps, and social media channels. The Director will work to ensure content is engaging and current and meets strategic alignment and brand compliance, ultimately inspiring people to follow Jesus Christ.

Position Key Result Areas (KRAs)/Essential Functions

- Lead, mentor, coach, and develop a team
- Lead teams that maintain, expands, and coordinates NewPointe's social media presence
- Manage vendor relationships
- Develop and implement an annual digital marketing and communications strategy.
- Collaborate with Tech Ops teams to develop, maintain, and implement a digital content management strategy
- Own the online/digital aspects of all engagement strategies
- Work with internal stakeholders to develop digital marketing strategies (email campaigns, Micro campaigns, etc.)
- Lead a continued SEO campaign, to include a strategy to build a presence on partner sites and social sites, content sharing, content tagging, and other tactics
- Manage digital analytics and metrics
- Other duties as assigned

Position Requirements

Supervisory

- Directly supervise and lead Digital Team staff
- Lead volunteers

Knowledge/Skills/Abilities

- Strong desire to see people's lives changed
- Strong desire to serve others with a Christ-like attitude
- Commitment to NewPointe's mission, vision, and values Personal
- Able to work independently, as well as with a team
- Able to coordinate multiple projects at once

- Able to set goals and create a plan for achieving those goals
- Able to work with other NewPointe departments to coordinate and execute projects
- Promotes a positive attitude and working environment
- Possesses excellent “people” skills
- Desire to engage and lead new people
- Ability to think creatively and solve practical problems
- Exceptional communications/interpersonal skills to clearly articulate ideas, frame challenges, highlight opportunities, and offer solutions
- Excels in mentoring and coaching a team
- Should be self-motivated, highly flexible, and a fast learner
- Experience with paid digital media, including utilizing services such as Adwords, promoting YouTube videos, Facebook posts, and sponsored Tweets to drive key outcomes and goals a plus

Qualifications

Education: Bachelor’s degree preferred

Experience:

- Proven experience growing engagement via digital channels
- Experience in Web optimization and analytics, managing content to leverage social media algorithms, marketing, communications, and creating multi-channel user journeys

Licenses: None required

Personal and Spiritual Requirements

- Professes Jesus Christ as Lord and Savior
- Commitment to personal spiritual growth and healthy lifestyle
- Models standards and expectations of all leaders with in NewPointe, including:
 1. Tithe (within 3 months of hire)
 2. Participate in small group accountability
 3. Regular attendance at NewPointe services

At NewPointe we value working through people to accomplish goals, as well as personally contributing at a level that requires God’s help. By maintaining these priorities, we will put ourselves in a position where we can continue to strive for excellence and value reaching lost people.

ACKNOWLEDGMENT

I acknowledge that I have read the above job description and can perform the essential functions of the position with or without accommodation.

Applicant Signature/Date

Management Signature/Date