



## Dublin Street United Church

### OUR MISSION

As followers of Jesus, we are called to live God's love:  
enact it as a congregation  
share it in our community  
and nurture it in our world

## Digital Media Platform Specialist

### Position Summary:

Dublin Street United Church strives to create a welcoming and accessible community for all. One way we do this is by keeping the Dublin community well informed through a collection of both print and electronic communication vehicles. The Digital Media Platform Specialist (DMPS) is responsible for maintaining Dublin's Twitter, Facebook and Instagram accounts. Posts are created regularly with an emphasis on sharing information about events, activities & initiatives within our faith community in addition to celebrating events that have taken place. The position will be structured as a contract, expiring December 31, 2021.

### Church Organizational Structure:

Dublin Street United Church uses a governance board model called the "Dublin Street United Church Board" or more simply, "Church Board" that is responsible for long-term planning and visioning, and risk management activities. The Mission Team Facilitators Council is responsible for day-to-day operations of the church via the oversight of three clusters of committees called Mission Teams. This role will be a part of The Marketing & Communications Committee which falls under the Resources Mission Team along with the Finance and Property Committees. Each Mission Team has a Team Facilitator and a staff support person. The staff support person for the Resources Mission Team is the Office Administrator.

### Responsibilities:

The responsibilities of the DMPS are as follows:

- Create a depository of photographs for all staff to access to use for social media posts, in house communication and digital promotional materials. **Note at times, it will be necessary to attend in person worship, church events and other activities.** It will be important to coordinate with church volunteers who also act as photographers to support this work and ensure consent for pictures and that the images support Digital platforms being used.
- In consultation with Communications Committee and staff, create an online survey to determine current and future digital needs for congregation. Using the communication platforms used during the past year determine what is working well, what are areas of potential growth and what future needs do you see the congregation benefiting from as Dublin transitions to a return to in person worship and activities.
- Create a workplan based on the findings of congregational consultation which will potentially inform the scope of this role moving forward.

- Conduct research, develop and draft content for external digital communication which promotes the work of Dublin to the wider community that is relevant for Dublin's faith-based values and mission.
- Working alongside staff, create any necessary digital templates for weekly or occasional communications including online or mobile friendly documents.
- Create an annual communications plan for external communications, including any financial resources required to fulfill.
- Audit Dublin's current website for areas of strength and potential areas of opportunity.
- With the Minister, Connections Coordinator and volunteers, develop a workplan and volunteer manual to support a Live Stream worship volunteer team. Assist as required with the Live Stream service.
- Post information about Dublin's upcoming activities and events to Twitter, Facebook, and Instagram.
- Share posts, pictures and videos of Dublin events that have taken place.

### **Skills, Interest, and Talents Required:**

- Photography/video skills related to composition and editing. Knowledge of SLR cameras and candidates own equipment will be considered an asset.
- Computer literacy and knowledge of social media platforms such Facebook and Twitter is an vital.
- Strong written and verbal communications skills.
- Demonstrate the usage of Holy Manners at all times (see Volunteer Handbook).

### **Terms of Engagement:**

This contract provides for 6-7 hours weekly employment through to December 31, 2021. There will be a requirement to attend Sunday worship services on occasion.

### **Remuneration:**

The DMPS will be compensated as follows:

- 6 hours weekly at the rate of \$17-18.00 per hour, paid 2 times monthly
- Dublin will be open to a flexible arrangement for the right candidate ie) specific project payout with defined timeframes.

### **Training and Orientation:**

- You will be provided with a Volunteer Handbook which outlines structure and functioning of Dublin Street United Church.

## **Accountability**

- The DMPS is accountable to the Senior Minister, with responsibility to the Marketing & Communications Committee.
- She/he reports to the Ministry and Personnel Committee for contractual or job-related issues.
- Check in Schedule to be established.

## **Tender Trust:**

- Tender Trust is the United Church of Canada's guidelines for keeping vulnerable individuals safe (children under 18 years of age, frail seniors, those with disabilities). The Communications Committee does not have significant Tender Trust concerns as it does not typically work directly with children. However, a photo and video release form must be completed for all children by their parent or guardian before including their likeness in a print or digital publication.

## **To submit an application prior to September 23, 2021:**

- Please forward your resume and cover letter to: [dublinbof@gmail.com](mailto:dublinbof@gmail.com)