



---

**Position Title:** Digital Content Specialist  
**Hours/week:** 40+ (full time)  
**Reports To:** CommArts Senior Director  
**Classification:** salaried/exempt  
**Pay Range:** \$41,000-\$52,000 (hourly equivalent: \$19.71-\$25.000)  
**Benefits:** Individual medical/dental/vision/life insurance options; eligible to participate in HSA and 403(b); vacation/personal/sick time

---

This staff position is essential in the ministry of Woodmen Valley Chapel (Woodmen) to spread the gospel and expand God's kingdom by gathering, connecting, growing and contributing. The individual in this role is to fulfill the following responsibilities in such a way as to demonstrate and live out Woodmen's vision to love well and change lives through Christ.

**PRIMARY RESPONSIBILITIES:**

1. Serve as a key part of the CommArts team, championing digital platforms to tell stories, promote events and celebrate the way God is moving through the Woodmen community
2. Write and publish copy for Woodmen's app, website and social media, maximizing the potential of digital tools as key drivers in the church's overall communications strategy
3. Champion Woodmen's brand voice, driving consistent, positive engagement across all platforms
4. Create clear, memorable, quick-hitting copy that appeals to diverse audiences across a variety of spaces
5. Schedule, curate and edit content written by others
6. Find compelling God-stories and develop them into content that inspires and informs
7. Leverage Woodmen's Content Management System (currently Rock RMS) to drive web and app content
8. Develop and implement a series of user journeys, ensuring individuals receive timely, intentional content to inspire personalized discipleship next-steps
9. Create and curate content for social media accounts, scheduling posts and maximizing ad opportunities
10. Enhance the church's SEO, evaluating data and implementing strategies for increased reach and impact
11. Stay abreast of trends and advances in digital communication as they apply to Woodmen
12. Attend regular team meetings and brainstorming sessions
13. Other duties as assigned

**SKILL/ABILITY/KNOWLEDGE REQUIREMENTS**

1. An ongoing relationship with Jesus Christ demonstrated by regular prayer, Bible study, and worship attendance
2. A regular attendee and Commissioned Leader of Woodmen who supports the church vision and values, as well as contributes time and tithes and adheres to Woodmen's Statement of Faith and all policy and belief documents
3. Two or more years of experience in digital marketing and/or copywriting
4. Experience with web coding languages including HTML/CSS/JS preferred
5. College degree in related field preferred
6. Highly organized and able to simultaneously follow through on multiple projects
7. Outstanding communication skills, including proven ability to write and edit engaging copy with creativity, accuracy and attention to detail
8. Ability to take initiative and multi-task in a fast-paced environment, moving seamlessly from creative, to strategic, to technical roles