



All Peoples Church

& World Outreach

#319, 2nd Floor, 7th Main, HRBR Layout, 2nd Block, Kalyan Nagar
Bangalore 560 043, INDIA

Phone: +91-80-25452617 | contact@apcwo.org | www.apcwo.org

HEAD OF MEDIA AND DIGITAL ENGAGEMENT

SUMMARY

This is a complex multi-disciplinary, multi-skilled role for the energetic, exceptionally talented, not-so-faint-hearted, media and digital technology enthusiast. You will be responsible for delivering APC's digital content on a myriad of channels for a global audience. You will oversee and coordinate the work of a wide range of talented people including content producers, graphic designers, video editors, audio/sound engineers, live stream team, emerging media team, etc. to implement digital media strategies that deliver APC's ministry to people worldwide.

VISION

APC is a family church, an equipping center and a world outreach. Our goal is to nurture, disciple, equip and empower God's people to fulfil their God appointed purpose. You will serve in fulfilling this vision using media and digital technology as tools.

SCOPE

The media and digital engagement head will lead the team that supports all aspects of APC's church and ministry work.

Please review the APC Organization Chart available on OUR TEAM page (apcwo.org/about-us/our-team).

ROLE DESCRIPTION

The responsibilities of the Head of Media and Digital Engagement include but are not limited to the following:

Digital Engagement and Emerging Trends

1. Work with in-house teams for website design, website analytics and SEO. Proficiency with Google Analytics and SEO implementation a must.
 2. Manage and oversee in-house graphics designers to ensure cutting edge creatives are released for all of APC's needs.
 3. Establish and ensure standards and guidelines for APC's websites and graphic design teams to ensure quality and consistency.
 4. Lead transmedia story telling projects providing insights on leveraging digital platforms for people engagement.
 5. Stay in touch with current and emerging digital media trends and guide APC's digital engagement strategies to leverage these.
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Digital Content

6. Oversee the production process of digital content: podcasts, sermon videos, daily devotional videos, music videos, audio books, video announcements, short films, documentaries, etc.
7. Work with script writers, content producers, video editors, sound engineers, voice over artists, etc. to produce a variety of video content for APC's ministry.
8. Must have sufficient knowledge of graphics, video production, and related technologies to oversee and guide this multi-disciplinary team.
9. Ensure consistent brand voice and feel across platforms and campaigns.
10. Establish and ensure standards and guidelines for APC's audio-video content to ensure quality and consistency.

Live Production and Broadcast

11. Be responsible for live video production for APC services and events while consistently ensuring highest possible quality for in-house audio-video production as well as for live broadcast.
12. Oversee end-to-end production of live broadcasts, including pre-production & planning, creative development, and technical execution.
13. Ensure highest quality of non-live content (short videos) to be used during live events.
14. Work with in-house teams to design and implement technical workflows for live video production and live broadcasts, while pre-emptively addressing potential fail points with backup plans.
15. Develop a set of standard operating procedures for high-quality, efficient production processes that can easily be scaled as the team grows.
16. Must be familiar with tools and technologies (software and hardware) used for live production and live broadcast to oversee multi-disciplinary teams (camera crew, producers, sound/audio engineers, live stream team, in-house media presentation team, etc.)

Digital Ads and Marketing

17. Proficient user of digital ads with hands-on experience in running text, graphics and video campaigns employing various strategies: Search engine optimization (SEO), Pay-per-click (PPC) advertising, Social media marketing, Content marketing, Email marketing, Influencer Advertising, etc.
18. Familiarity with digital ads trafficking tools (Google Marketing Platform, Google Campaign Manager 360, etc.) a big plus, but not essential.
19. Familiarity with DSPs (Demand Side Platforms) a big plus, but not essential.

Online Engagement

20. Work with the Pastor for Online Communities in helping develop, grow, and serve APC's online communities globally.
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21. Work with pastoral team to innovate and help develop ministry for online communities across ages (kids, youth, adults), addressing diverse needs, and audiences.
22. Provide input for APC's Bible College online learning program along with IT team.

Emerging Media

23. Continually scan and innovate the use of emerging media for Christian ministry and guide APC into leveraging these to reach and serve people for Jesus Christ.
24. This will require assembling right teams and overseeing their work towards implementing these ideas.

QUALIFICATIONS/EXPERIENCE REQUIREMENTS

- A passion to use media and digital technologies and tool for the proclamation of the Gospel, the advancement of God's Kingdom and the building up of the Church.
- A bachelor's degree in any field (advanced degree preferred).
- A minimum of five years of professional work experience in media and digital engagement working with multi-disciplinary teams and with a broad exposure to a variety of media, digital equipment (hardware and software) and digital platforms, as required by this role.
- Must have experience leading multi-disciplinary teams serving the organization's digital media objectives.
- Preference will be given to candidates who have had professional experience in a multi-national organization with international exposure.
- Including the above requirements, preference will be given to (A)those who have graduated with a 3-year degree from APC Bible College or (B)those who have actively served/volunteered at APC for a minimum of 5 years and have attended all of APC's Weekend Schools.

KNOWLEDGE & SKILLS REQUIREMENTS

- Must be experienced in using digital storytelling to help support organization's objectives.
 - Must be a creative thinker who loves to take abstract or complicated concepts and bring them to life through creative audio-visual content.
 - Must be an experienced creative content editor who can provide inputs to help improve content being created by other contributors.
 - Must be detail oriented with a passion for perfection and a desire to give nothing less than the best.
 - Must be able to work on multiple projects at one time and deliver on deadline.
 - Must be able to work quickly and independently but also engage in collaboration and feedback.
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ADDITIONAL RESPONSIBILITIES

- At APC we are continuously growing and expanding hence, you will be required to share in additional responsibilities.
- Being able to work under pressure and meet deadlines.
- Willingness to work long hours when required.

OPPORTUNITIES

As opportunities arise, and depending on your skills, you will be able to:

- Travel and serve on APC Missions.
- Volunteer at APC.

Over time, based on your personal development and performance you will have the opportunity of growing internally at APC to take on other ministry roles that are of interest and suited for you.

As APC is a local church and Christian ministry, all positions require people who are passionate about Jesus Christ, and who are called, anointed and committed to serving Him and people to see lives touched and transformed into Christ-likeness.

Please note, that all staff positions at APC require individuals who have a definite call of God, who are organized, strong leaders, responsible, team players, punctual, committed to excellence, maintaining a strong personal walk with God, leading by example, and sold out to God!