



All Peoples Church

& World Outreach

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

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DIGITAL DISTRIBUTION AND MARKETING

SUMMARY

As part of our digital engagement strategy this role helps to ensure maximum possible distribution of APC's digital content and optimal leveraging of online digital and social media platforms to reach and serve as wide an audience as possible.

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. One of the ways APC serves the church locally and globally is through online digital platforms. You will help fulfil APC's vision by extending its reach through online channels.

SCOPE

Ensure that the digital content generated by APC's media, publications, and other teams, are disseminated globally through online digital platforms.

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

ROLE DESCRIPTION

The responsibilities of this role include but are not limited to the following:

1, Digital Distribution

- Identify online channels for distribution and dissemination of APC's digital content (ebooks, audio books, sermons MP3, sermon videos, etc).
- Setup APC accounts on these channels, optimize descriptors using right content, tags, keywords, etc. and release APC's digital content to a global audience.
- Explore new ways to distribute APC's books on emerging digital platforms to reach a global audience.
- Work with other team members for distribution of APC's multi-lingual content (e.g. Hindi, other languages, etc.)

2, Social Media

- Optimize APC's use of social media platforms, by informing and ensuring our teams and digital content follow required standards, regulations, and current trends in social media use.
 - As requested by Senior Pastor or other leaders, run targeted suitable online campaigns on social media platforms.
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3, Search Engine Optimization (SEO)

- Optimize all of APC's digital content online (APC websites, and other online channels) for search engines.
- Work with other teams (media, IT) to ensure that content is being optimized for search engines.

4, Analysis

- Use available tools (Google analytics, Matomo, etc) that APC has already in place and other tools to measure, monitor, report and improve APC's websites and use of online digital platforms.
- Work with other teams to make improvements based on analysis.

5, Future Preparedness

- Remain observant on current and emerging opportunities in online digital distribution channels to keep APC on the cutting edge, leveraging new channels to reach a global audience.

QUALIFICATIONS/EXPERIENCE REQUIREMENTS

- Must have a bachelor's degree in field.
- Minimum of three years' professional experience in online digital distribution, digital marketing, SEO, and related analytics.
- Must be familiar with online distribution platforms for digital content, as well as best practices and marketing techniques on social media platforms.
- Must have a passion to get God's Word out to people globally and see this work as a powerful ministry to strengthen the Body of Christ.

KNOWLEDGE & SKILLS REQUIREMENTS

- Excellent communication skills, both in writing and speaking.
- Must possess excellent computer skills to work with digital content.
- Commitment to delivery/deadlines with the ability to work under deadline pressure.
- Must be detail-oriented and able to juggle multiple tasks, including, but not limited to, being able to collate work from different sources simultaneously.
- Must be able to stay abreast of new trends, developments and opportunities in online digital platforms, social media channels and adapt APC's work to keep up with emerging trends.

ADDITIONAL RESPONSIBILITIES



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- 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!