



## Job Description

<b>Date:</b>	April 2023
<b>Position/Title:</b>	Full-Stack Developer/Digital Product Specialist
<b>Reports To:</b>	Digital Team Lead
<b>Employment Status:</b>	Full time
<b>FLSA Status:</b>	Exempt – Learned & Creative
<b>Hourly Requirements:</b>	40 plus hours per week
<b>Employment Relationship:</b>	Employment-at-Will Relationship

**Position Summary:** As a Full-Stack Developer and part of the Digital Team at LWCC you will be working collaboratively and independently to lead the development of web and digital platforms that clearly communicate the vision, ministry, and goals of LWCC. Working with digital content creators and managers you will optimize and push out digital content that reaches and engages our desired audience, demonstrated by various metrics you will provide. Since this is a developing ministry area, we want this position to push us into the future with an emphasis on openness to new strategies and new thinking.

### **Position Responsibilities:**

- ◆ Lead and manage day-to-day operations of website and app to ensure reliability and functionality.
- ◆ Manage our digital content and lead website wireframing, architecture and site mapping of new and existing products.
- ◆ Create and modify web pages and app elements as needed to ensure security, timeliness of information and prompt load time. Optimizing both UI (user interface) and UX (user experience).
- ◆ Create and update digital forms that interface with our church database system.
- ◆ Maintain consistent standards of SEO for digital platforms.
- ◆ Maintain subscriptions and login credentials for hosting, domains, plugins, and other software.
- ◆ Exercise solid judgement on headlines, story placement, and in the deployment of mobile push alerts and newsletters.
- ◆ Use metrics/analytics to make decisions on content placement across products and platforms.
- ◆ Increase and optimize site traffic, successfully engage site visitors, and create a better online experience for all users.
- ◆ Look for unique opportunities to create, edit, aggregate, and repurpose content that is relevant, important and interesting for our online audience.
- ◆ Collaborate with content creators, producers, and designers to identify digital product opportunities and pitfalls in our audience experience. This includes regular content meetings as well as planning for projects, services, and major events coverage.
- ◆ Identify stories or focus areas that could integrate digital storytelling functionality.
- ◆ Develop and maintain guidelines for digital fingerprint of LWCC.
- ◆ Explore and mobilize text messaging and email distribution lists to promote content and connection opportunities.
- ◆ Measure and analyze what's working and what isn't with regard to brand development efforts.
- ◆ Be able to report progress updates to the team and to internal departments for most projects in progress.

**Qualifications:**

- ◆ A minimum of five years of professional experience, including at least three years in a media organization
- ◆ Education: Bachelor’s degree, or equivalent experience
- ◆ Someone with a relationship with Christ, a growing spiritual life, a heart for the local church, and a commitment to missional outreach.
- ◆ Someone who possesses a leadership style that is emotionally healthy, relationally collaborative, visionary and creative.
- ◆ A self-motivated designer at heart, able to manage time and meet multiple deadlines in a fast-paced, constantly changing environment.
- ◆ Detailed, adept at problem solving and passionate about excellence.
- ◆ A good communicator who is team oriented, fun to work with and open to critique from team members.
- ◆ Enthusiastic about the vision, philosophy of ministry, and worship style of LWCC.

**Knows:**

- ◆ Basic understanding of product development process, workflows and content management.
- ◆ Strong organization and project management skills.
- ◆ Proficient in Apple operating systems.
- ◆ Possesses good communication skills and an understanding of communications/marketing techniques using print, web, email, social media, and other media formats.
- ◆ Strategic “white canvas” thinker, detail-oriented, with strong creative writing skills.
- ◆ Ability to deeply analyze data to inform decisions on strategy and tactics.
- ◆ Good understanding of modern digital content management tools and the ability to quickly master new tools and techniques as they arise.
- ◆ Experience with digital design and front and back-end development tools and the ability to quickly master new tools and techniques as they arise.

**Physical Demands & Negotiated Accommodations:**

<b><u>ACTIVITY</u></b>	<b><u>REQUIREMENT</u></b>
Sitting:	Required frequently
Standing:	Required frequently
Walking:	Required frequently
Rotation/Twisting:	Frequently
Hand/Wrist Motion:	Frequently
Sight:	Continuously
Hearing:	Continuously
Speaking:	Continuously
Essential to Job:	Sight, dexterity, and proper speech and audio functions.

**Position Expectations:**

LWCC expects all employees to work in accordance with the standards set forth in the LWCC Staff Handbook, and LWCC retains the sole right to exercise all managerial functions set forth therein. At the end of year the supervisor will conduct a developmentally-minded performance review with the goal of personal growth and strategic advancement.