

Digital Media and Communications Intern

St. Luke's United Methodist Church, Hickory, NC

Position Summary

The Digital Media and Communications Intern will support the mission of the church by assisting in the development and delivery of clear, engaging, and spiritually-focused communication across all digital platforms. Reporting directly to the Director of Communications, the intern will help ensure that church services and events are accessible to both the local congregation and the online community.

Schedule and Compensation

- Start: Mid-May
- End: Mid-August
- Hours: Approximately 28 hours per week which includes a minimum of 3 hours on Sunday mornings (typically 9am-12noon). Flexibility is necessary for special events.
- Pay: \$5000 for the 12-week period.

Qualifications

- A heart for the Gospel and a commitment to St. Luke's and the United Methodist Church's vision and values. (St. Luke's Mission Statement: "Helping People Find and Follow Jesus." United Methodist Church's Mission Statement: "The United Methodist Church forms disciples of Jesus Christ who, empowered by the Holy Spirit, love boldly, serve joyfully, and lead courageously in local communities and worldwide connections.")
- Familiarity with church congregational and staff structures to effectively navigate internal communications.
- Technical proficiency in social media platforms (Facebook, Instagram, YouTube) and a "teachable spirit" to learn new software and media programs. Experience or expertise with Canva is a strong preference. Experience with SubSplash or other church management software is a plus.
- Strong interpersonal skills and the ability to troubleshoot technological issues in high-pressure situations, such as during a live service.
- Must meet legal requirements for employment in the USA.

Weekly Tasks

- Information Gathering: Proactively solicit and curate content from various ministry leaders and staff members to ensure church-wide announcements and the weekly digital newsletter are accurate and timely.
- Marketing: Gather and edit still and video footage (to include testimonials from congregants and current and archival footage of church activities). Produce video marketing pieces to be used in promoting and marketing these areas:
 - small group ministries
 - ongoing churchwide and community events

- annual and seasonal events
- Content Creation: Develop engaging graphics and short-form video content to compliment weekly ministry announcements and upcoming events, ensuring they align with the church's brand identity.
- Social Media Coordination: Schedule and monitor posts across platforms (Facebook, Instagram, and Twitter), using specific platforms for targeted audiences (e.g., Instagram for youth-oriented content and Facebook for inspirational stories and interaction).
- Digital Maintenance: Conduct a weekly review of the church website and social media profiles to ensure uniform branding (handles, profile pictures, and contact info) and to confirm that all featured links are active and current. Compile a report of website and/or social media analytics from previous 6-month and 12-month periods.
- Assist with church management and website transition to SubSplash platform. Assist with onboarding parishioners to the SubSplash app.
- Sunday Media Operations (optional 1-2 Sundays): Assist with pre-service technical checks (mics, sound, and stage setup) and manage the live stream and recording of the Sunday service to ensure a distraction-free experience for online participants.

Overall Summer Project: "Impact Video Series"

The intern will be responsible for the development and implementation of an Impact Video Series which will be used for marketing and evangelism via key in-worship moments, church website, YouTube channel, and other social media outlets. This involves helping identify three key ministry areas, scriptwriting, and producing high-quality "storytelling" videos that highlight how the church is impacting lives and serving the local community as the hands and feet of Jesus Christ.

- Welcome video from Senior Pastor
- Congregant testimonials (approx. 20 at 2 minutes each)
- Visual stories of ministry events

Reporting Structure

This position reports directly to the Director of Communications and indirectly to the Senior and Associate Pastors. The intern will also participate in weekly staff meetings to stay aligned with the broader goals of the church leadership.