



**ROCK**  
C H U R C H

**JOB DESCRIPTION**

Position: **Do Something World Director**  
Reports to: **Chief Strategy Officer**  
Position Status: **Full-Time, Exempt**

Department : **Do Something World**  
Effective: **July 2011**  
Replaces: **All Previous**  
Position Number: **RC - 25 - 11**  
Posting Date: **July 6, 2011**  
1<sup>st</sup> Closing Date: **July 12, 2011**

**Position Summary:**

Incumbent is responsible for the development and marketing, overall performance and effectiveness of Do Something World, and all of its interests and activities, including but not limited to DoSomethingWorld.org, a new non-profit website designed to encourage churches and people to “DO Something” in their communities, Pastor outreach, participant training, conference planning, marketing and communications, relationship development, and staffing. Director oversees the Pastor’s Network and Church Network. Incumbent is responsible for the overall execution of large web projects including web marketing. This position reports directly to the Chief Strategy Officer.

**Job Responsibilities and Duties:**

1. Responsible for developing and executing the strategic plan for DSW.
2. Responsible to create and execute an effective fund development plan to ensure that DSW is self-sustaining.
3. Responsible for the leadership and management of the DSW team to include volunteer leadership teams.
4. Strategically defines, designs and implements on-going communication efforts in support of all Do Something World ministry programs, including such elements as website, products, newsletters and other communication vehicles.
5. Oversees creation of website content (i.e. all web pages, featured stories and profiles on the homepage, PhDO pages, FAQ’s, etc)
6. Oversees marketing to include social media (Facebook, Twitter, mass emails, press releases, etc)
7. Represents Do Something World and related ministry programs in developing a network of resources, partnerships and other valuable associations within the community, among churches nationwide, among Do Something World supporters and in other settings.
8. Develops, nurtures and maintains a Pastor’s Network that creates synergy, information sharing and community.
9. Develops, nurtures and maintains a Church Network that connects them to the Do Something World strategy and provides a resource for best practices.
10. In collaboration with the CIO analyzes and reports on website metrics, and recommend strategies to increase web traffic and maximize website impact.
11. Responsible for the planning, direction and execution of the “Do-Something World” Conferences.
12. Responsible for the successful execution of the “Do Something World” campaigns. Ensure that sustainable ministries are left in the area after the Festival.
13. Initiates contact with pre-selected cities and/or countries and works with local and church leadership to ensure the mission of Do Something World is clearly communicated. Remains in contact with leadership and provides current information and training on the “Do Something World” campaigns.
14. Develop a team to mobilize a broad base of local churches in targeted cities, introduces Do Something World, communicates campaign goals and objectives, and enlists their support for the campaign by personally visiting as many Pastors as possible.
15. Ensures adequate training is given to San Diego and targeted city volunteers.
16. Builds positive and long-lasting relationships with participants within the Do Something World, Rock Church, and Miles Ahead organizations, getting to know each one on a personal basis.

17. Collaborates with the Rock Save, Equip and Send leadership to empower non-paid leaders to ensure that "Do Something World" is being accurately implemented.

The above summary of duties represents the major tasks and duties. This is not intended to be an exhaustive list of all responsibilities. Therefore, the individual may perform other related tasks under the direction of the Chief Strategy Officer.

#### **Job Skills and Requirements:**

1. Bachelor's degree in a related field is preferred but not required.
2. Must be an entrepreneur with a proven ability to build a business and make it successful.
3. Maintains positive and professional relationships with community partners to provide comprehensive coordinated and integrated services.
4. Self-motivated with strong project management skills.
5. Demonstrated ability to make independent decisions based on the vision and values of the Rock Church and Do Something World.
6. Demonstrated skills and techniques to recognize problems, issues and situations, and apply resourcefulness in finding appropriate solutions to mitigate potential negative effects. Ability to follow-through to ensure effective resolution.
7. Encourages and motivates others, building mutual trust, respect, and cooperation among team members.
8. Proven ability to interact in a consistently positive manner with diverse external clientele, including volunteers, bands, guest speakers, vendors, visitors, etc. using a high degree of tact, diplomacy, discretion, flexibility, respect and courtesy in gesture and speech.
9. Strong attention to detail and accuracy, including excellence in oral and written communications to verbalize issues clearly and concisely.
10. Must possess strong computer skills, including proficiency with spreadsheets, databases, and word processing software. Windows based software (Excel, Word, PowerPoint) and Mac Environments.

#### **Expectations of Staff:**

1. Christ-centered behavior at all times. i.e. treating people with dignity, respect, compassion and integrity.
2. For all grievances, follow Matthew 18 and Ephesians 4:15.
3. Proactive participation in the Strategic Ministry Model.
4. Successful completion of a background check.
5. Pleasant and professional personality and appearance.
6. Regular attendee of a Rock Weekend service.
7. Regular involvement in Rock Church activities, ministries and events.
8. Attendance at all mandatory meetings (and events, as needed).
9. A tithe of 10% to the Rock.
10. Signed acknowledgement of the Rock Church Statement of Faith.
11. Adheres to policies and procedures as stated in the Rock Church employee handbook.
12. Registered and active in the Rock A.R.M.Y.

#### **Physical Requirements**

Ability to function independently and ability to speak. Physically able to lift up to 25 lbs (with or without assistance). This position also may require long periods of standing up and walking.

#### **Employment At-Will:**

All employees of The Rock Church are at-will, and as such, are free to resign any time without reason. The Rock Church likewise, retains the right to terminate and employee's employment at any time with or without reason or notice.

Nothing contained in this job description or any other document provided to the employee is intended to be, nor should it be, construed as a guarantee that employment or any benefit will be continued for any period of time. Any salary figures provided to an employee in annual or monthly terms are stated for the

sake of convenience or to facilitate comparisons that are not intended and do not create an employment contract for any specific period of time.

No manager, supervisor or employee of the Rock Church has any authority to enter into any agreement for employment for any specified period of time or to make any agreement for employment other than at-will.