



JOB DESCRIPTION

Position: **Do Something World Director**
Reports to: **Miles Ahead Executive Director**
Position Status: **Full-Time, Exempt**

Department: **Miles Ahead**
Effective: **February 2010**
Replaces: **New Position**
Position Number: **RC-10-10**
Posting Date: **February 25, 2010**
1st Closing Date: **March 4, 2010**

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.. Incumbent is responsible for the overall execution of large web projects including web marketing. This position reports directly to the Executive Director of Miles Ahead.

Job Responsibilities and Duties:

1. Oversees website design and development (communicates with Web Development firm about bugs/features, work with Web Development firm to update the website with security releases as needed) 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.
2. Oversees creation of website content (i.e. all web pages, featured stories and profiles on the homepage, PhDO pages, FAQ's, etc)
3. Oversees marketing (Facebook, Twitter, mass emails, press releases, etc)
4. 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.
5. Oversees moderation of users and web activity (i.e. approving comments, moderating forum posts, etc). Analyzes and reports on website metrics, and recommend strategies to increase web traffic and maximize website impact.
6. Responsible for the planning, direction and execution of the “Do-Something World” Conferences.
7. Responds to questions, comments, suggestions from the website. Works internally to make the Rock Church the model “Do Something World” church on the website.
8. Helps plan and oversee “Do Something World” campaigns that are sustainable after the Festival.
9. Cultivate and oversee Do Something World “ambassadors” to assure long term sustainability of our city/country campaigns
10. 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.

11. Mobilizes 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.
12. Ensures adequate training is given to San Diego and targeted city volunteers.
13. Builds positive and long-lasting relationships with participants within the Do Something World, Rock Church, and Miles Ahead organization, getting to know each one on a personal basis.
14. Collaborates with the Rock Save, Equip and Send leadership to empower non-paid leaders to ensure that "Do Something World" is being accurately implemented.
15. Manages our various approved logos, trademarks, photos, and slogans in the marketplace so that our branding and messaging is consistent and effective.

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 Miles Ahead Executive Director.

Job Skills and Requirements:

1. Bachelor's degree in a related field is preferred but not required.
2. Minimum of 2 to 4 years experience with large web projects, web development and/or web marketing environment preferred.
3. Self-motivated with strong project management skills.
4. Demonstrated ability to make independent decisions based on the vision and values of the Rock Church and Do Something World.
5. 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.
6. Encourages and motivates others, building mutual trust, respect, and cooperation among team members.
7. 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.
8. Strong attention to detail and accuracy, including excellence in oral and written communications to verbalize issues clearly and concisely.
9. Must possess strong computer skills, including proficiency with spreadsheets, databases, and word processing software. Windows based software (Excel, Word, PowerPoint) and Mac Environments. Experience with Drupal CMS desired.
10. Maintains positive and professional relationships with community partners to provide comprehensive coordinated and integrated services.
11. Must be able to plan, coordinate, and execute training initiatives.

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 Governance system.
4. Successful completion of a background check.
5. Pleasant and professional personality and appearance.
6. Attendance at all mandatory meetings (and events, as needed).

7. Demonstrate biblical stewardship in all areas of life, including a tithe of 10% to the church that you attend regularly.
8. Signed acknowledgement of the Miles Ahead Statement of Faith.
9. Adheres to policies and procedures as stated in the Rock Church/Miles Ahead employee handbook.

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.