



Ivy Baptist Church
50 Maple Avenue
Newport News, VA 23607

Office Staff Position

Position Title: Virtual Church Engagement Specialist	Department: Ministry Operations
Reports to Position Title: Executive Pastor	Revised: New Position

☐ Full-time ☒ Part-time (20 hrs) ☐ Contract

☐ Pastoral Ministries ☒ Administration

Position Summary:

The Virtual Engagement Specialist is responsible for developing and cultivating a vibrant, welcoming, and spiritually engaging online church community. This position serves as a key connector between Ivy Baptist Church and individuals participating in the church's virtual environment, helping people move from online viewers to connected participants, from participants to disciples, and from disciples to engaged members of the church community.

The Virtual Engagement Specialist will create and implement strategies that foster meaningful relationships, digital hospitality, spiritual growth, community participation, and ongoing engagement within Ivy's Virtual Church.

This role requires a unique combination of ministry, relationship-building, communication, technology, and community engagement skills. The successful candidate must understand that Virtual Church is more than an online broadcast; it is an opportunity to create an environment where people can encounter Christ, experience authentic community, grow spiritually, and participate in the mission of the church.

General Professional Qualifications:

- Must have a High School diploma or equivalent.
- A minimum of three (3) to five (5) years of experience customer and community relations
- Must be proficient in Microsoft Excel and knowledgeable and other Microsoft software (i.e. Microsoft Word and Powerpoint) and Database software knowledge.
- Knowledge of Church Management software is preferred but not required.
- Excellent oral and written communication skills required.

- A team player and willing spirit to support other Office Staff members as needed is essential. Has demonstrated skills in relating to and working with people, especially volunteers, church staff, the congregation and others, within a team environment.
- Embrace and embody the mission, vision, guiding core values, goals and office policies and procedures of Ivy Baptist Church.

Specific Qualifications, Principles Duties and Responsibilities:

1. Develop the Online Church Community

- Develop and implement strategies to cultivate an active and connected Virtual Church community.
- Create opportunities for online participants to build authentic relationships with one another and with Ivy.
- Develop virtual community groups, fellowship opportunities, prayer gatherings, and other digital connection points.
- Encourage movement from passive viewing to active participation.
- Create a culture where online participants feel known, valued, welcomed, and connected.
- Identify opportunities to connect virtual participants with appropriate in-person ministries and church-wide opportunities.

2. Lead Digital Hospitality and Engagement

- Serve as a primary ministry presence within Ivy's online worship environment.
- Develop and coordinate online hosts and volunteers who welcome, engage, and assist participants during virtual services and events.
- Ensure first-time guests receive a warm and intentional digital welcome.
- Engage participants through online chat, digital platforms, follow-up communications, and other engagement tools.
- Develop clear pathways for guests and participants to take their next step with Ivy.
- Monitor online engagement and identify individuals who may need additional connection, care, or follow-up.

3. Build a Digital Discipleship Pathway

- Help develop a clear pathway for spiritual growth within the Virtual Church.
- Connect online participants to Bible studies, discipleship opportunities, prayer, small groups, and spiritual formation experiences.
- Develop digital resources that encourage continued spiritual engagement throughout the week.
- Partner with ministry leaders to create opportunities for virtual participants to grow in their relationship with Christ.
- Encourage online participants to discover their gifts and find meaningful opportunities to serve.

4. Develop and Support Virtual Community Groups

- Recruit, train, and support Virtual Community Hosts and facilitators.
- Develop group structures, guidelines, and resources that promote healthy Christian community.
- Help establish communities around life stages, shared interests, spiritual growth, and common experiences.
- Monitor group participation and health.
- Provide coaching and encouragement to community leaders.
- Identify and develop emerging leaders within the Virtual Church community.
- Help establish a leadership pipeline from **participant** → **volunteer** → **community host** → **leader**.

5. Digital Pastoral Care & Connection

- Establish effective processes for identifying and responding to prayer requests, pastoral concerns, and other needs expressed through the online community.
- Ensure appropriate concerns are referred to pastors or ministry leaders in accordance with Ivy's pastoral care protocols.
- Follow up with individuals who request prayer, indicate a need, or take a significant spiritual next step.
- Help create an environment where online participants understand that they are part of a caring church community—not simply an online audience.

6. Communication & Content Engagement

- Develop weekly communication strategies that encourage ongoing engagement beyond the Sunday worship experience.
- Collaborate with Communications, Worship, Discipleship, and Pastoral teams to coordinate online engagement opportunities.
- Help transform sermons and church programming into opportunities for continued digital conversation, reflection, and discipleship.
- Develop questions, prompts, devotionals, and other engagement resources that encourage participation throughout the week.
- Assist in communicating upcoming virtual and church-wide opportunities.

7. Volunteer Leadership

- Recruit, train, schedule, and support volunteers serving within the Virtual Church.
- Establish clear expectations and ministry standards for online hosts and community leaders.
- Develop training related to digital hospitality, communication, prayer, confidentiality, pastoral awareness, and community building.
- Recognize and develop volunteers who demonstrate leadership potential.
- Create an environment where volunteers understand the spiritual significance of their ministry.

8. Engagement Analytics & Continuous Improvement

- Monitor and evaluate Virtual Church engagement using established metrics.
- Track indicators such as:
 - First-time guests
 - Digital connections

- Prayer requests
- Community group participation
- Discipleship participation
- Volunteer engagement
- Retention and recurring participation
- Next-step activity
- Provide regular reports and recommendations to church leadership.
- Use engagement data and participant feedback to continually improve the Virtual Church experience.
- Help establish measurable goals for Reach, Engagement, Belonging, Discipleship, and Impact.

Required Qualifications:

- Demonstrated commitment to Jesus Christ and the mission and values of the local church.
- Experience in ministry, community engagement, volunteer leadership, communications, customer/community experience, or a related field.
- Strong interpersonal and communication skills.
- Ability to build relationships in both digital and in-person environments.
- Strong organizational and follow-through skills.
- Comfort working with digital communication, social media, livestream, video conferencing, and church technology platforms.
- Ability to recruit, train, motivate, and develop volunteers.
- Ability to work collaboratively with pastors, staff, ministry leaders, and volunteers.

Preferred Qualifications:

- Experience serving in a church or ministry environment.
- Experience developing small groups, discipleship communities, or volunteer teams.
- Experience with church management systems and digital engagement platforms.
- Experience with online community development or digital ministry.
- Training or education in ministry, communications, leadership, organizational development, or a related field.

Send Resume, and 3 references to: dperson@ivybaptistchurch.org

Deadline: November 1 by 5pm