



## Connections Director Job Posting

**Reports to:** Lead Pastor  
**Status:** Full-Time Position (40 hours/week)  
**Start Date:** Fall 2026  
**Remuneration:** Commensurate with education and experience

**Description:** The Connections Director is an innovative, visionary team player. They provide leadership in creating connections both inside and outside the church. This includes people connections as well as creating systems that advance relationships. The Connections Director is also responsible for ensuring that the effectiveness of media and promotions is maximized, including excellence in methods and presentation.

### Responsibilities:

1. Oversight and Execution of Connections Ministry
  - a) Responsible for leading, scheduling, and managing ten connection ministries and their volunteer teams, including:

i. Greeters	vi. First Aid
ii. Ushers	vii. Parking Lot
iii. Lobby Hosts	viii. Bethel Café
iv. Online Connections	ix. Hospitality (tbd)
v. Safety	x. Breakfast Club (tbd)
  - b) These teams are responsible for:
    - i. Creating an environment that welcomes new guests and provides the next steps toward connection and spiritual growth.
    - ii. Helping connect new people with Ministry Leads and ministry opportunities.
    - iii. Constructing practical on-ramps and systems to help people move from visiting to belonging.
    - iv. Improving follow-up methods to ensure that visitors are plugged in to Bethel and become fully involved, growing, and contributing members.
2. Website
  - a) In collaboration with the IT department, managing all aspects of the Bethel website, which displays artistic and creative excellence with timely content
  - b) Manages and maintains audio/video podcasts and downloadable documents.

- c) Proactively works to make sure Bethel maintains an effective presence on the web, including style/presence, search engines and new technology.
3. Communications and Promotions
- a) Delivers excellence in timeliness, accuracy, design, layout and ease of use for print brochures, signage, surveys, etc.
  - b) Develops systems to organize, prioritize and communicate promotional items related to Bethel.
  - c) Creates communication strategies to market, inform and promote teaching series, big events and other campaigns assigned.
  - d) Oversees all written materials related to promotions.
  - e) Monitors all promotional materials representing Bethel and directs monthly newsletters and promotional emails.
4. Social Media
- a) Oversees and collaborates with the Social Media and Communications Coordinator to ensure that:
    - i. The church's social media presence is current and engaging on all relevant platforms.
    - ii. Social media messaging and communication strategies are properly developed and managed, and the target audiences are maximized.
    - iii. Ministry departments strengthen their social media presence.
5. Design and Video
- a) Leads efforts to design all art and promotional materials and graphics related to church-wide activities with a high standard of creativity, excellence and effectiveness.
  - b) Works with the video team to ensure that weekly announcements are aligned with Bethel's culture, including fonts, styling, and colour schemes.
  - c) Strategizes the use of video to tell stories of transformation occurring in and through the lives of people at Bethel.

#### **Qualifications**

- a) An undergraduate diploma or degree in communication, marketing, and media.
- b) A minimum of 2 years of experience serving on staff at a PAOC or similar church.

#### **Competencies**

- a) A mature follower of Christ with a servant heart and love for people.
- b) A team player with a positive attitude, servant heart, and growth mindset.
- c) Able to recruit, train, and motivate multiple volunteer teams.
- d) Collaborative; works well with others, demonstrates a pastoral heart.
- e) Motivated, punctual, efficient, and goal-oriented; prioritizes excellence.
- f) Clear and professional communication skills (written and verbal).
- g) Strong discretion and a commitment to confidentiality.
- h) Strong multi-media, computer, and graphic design skills.
- i) Attention to detail and ability to manage multiple priorities.
- j) Comfortable communicating clearly with small and large groups.

**Email a Cover Letter & CV to William Sloos, Lead Pastor, [wsloos@bethel.ca](mailto:wsloos@bethel.ca)  
Only those selected for an interview will be contacted.**