

WESTMINSTER PRESBYTERIAN CHURCH

Job Title	Director of Engagement
Department	Administration
Reports to	Executive Director
Direct Report	Director of Communications & Media
Classification	Full Time/Exempt

Position Summary

The Director of Engagement provides strategic leadership for how Westminster connects with people across the full lifecycle of engagement—guest, participant, member, and leader. This role ensures that communications, digital platforms including church management systems, and engagement initiatives are aligned with the church’s mission, vision, and strategic priorities. This leader will work in partnership across all areas of the church inclusive of Staff, Committees, and volunteers to drive successful engagement across Westminster. The Director of Engagement oversees the Director of Communications & Media and focuses on outcomes, effectiveness, and alignment rather than day-to-day production.

Core Responsibilities

- Develop and lead a comprehensive engagement strategy that supports worship, discipleship, outreach, and community connection
- Identify key audiences and define clear engagement pathways and next steps
- Set priorities, timelines, and success measures for engagement initiatives
- In partnership with Executive Director, set specific goals and objectives for engagement and align plans and execution efforts to attain those goals
- Provide strategic direction, coaching, and accountability to direct report(s)
- Collaborate with pastoral staff, ministry leaders, and committees to align engagement goals with ministry priorities
- Maximize and collaborate on member facing digital tools, church management systems, and relational interfaces
- Use data, metrics, and feedback to evaluate and continuously improve engagement strategies
- Ensure consistent alignment between engagement efforts and Westminster’s mission, values, and culture

Skills and Attributes

- Strategic and systems-oriented thinker
- Strong leadership and supervisory skills
- Understanding and support of the mission of Westminster and PC(USA)
- Ability to translate mission into measurable outcomes
- Excellent collaboration and communication skills
- Comfort working across ministry, creative, and technical teams
- Continuous improvement mind-set

Education & Experience

- Bachelor's degree required in Communications, Marketing, Business, Nonprofit Management, Ministry, Organizational Leadership, or related field; Master's degree preferred
- 5–7 years of progressively responsible leadership experience in church, nonprofit, or other mission-driven settings
- Demonstrated success leading strategic engagement or communications initiatives and supervising staff
- Experience collaborating across ministries or departments and working with church management systems/CRM platforms
- Proven ability to set measurable goals, track engagement metrics, and use data to drive continuous improvement

To Apply:

Please upload a cover letter and resume here to submit your application:

[Application for Director of Engagement](#)