



## 5 New Positions Every Church Needs

For a long time, church staffing conversations revolved around how *many* staff a church needs.

There is the ratio approach, where churches attempt to keep staffing between 1:100 and 1:150. This means that for every 100-150 members in your congregation, you should strive to have one pastor on staff.

Another way to judge staff size is to consider the staffing expense percentage compared to total revenue. Again, this number can vary, but 40 – 55% seems stable for most churches.

Today, churches are struggling to answer a new and more complex staffing question:

### **WHAT STAFF POSITIONS DO CHURCHES NEED?**

The days of senior pastor, executive pastor, education pastor, worship pastor, etc., are going away in part. Successful churches have realized they also function as media and data companies.

### **Church isn't only in-person, and discipleship isn't a single pathway for everyone.**

These two realities require churches to evolve better to manage technology, media, communications, and information.

Here are 5 positions every church should consider today:

#### **1. Weekend Experience Director**

We used to say the “sermon begins in the parking lot.” That’s still true. But with online church expressions, the “sermon” begins in multiple places.

Great churches today recognize we are living in the “experience economy.” In this economy, offering services isn’t enough—we are creating experiences. These experiences help people connect with God, each other, and themselves. The Weekend Experience Director oversees and coordinates the entire Sunday experience, both online and in-person, from the parking lot to the parking lot.

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## 2. Production Director

In the past, churches hired a Worship Leader or Choir Director, giving them responsibility for the church service. Think about how much has changed in the last decade or two. Church services today are mostly multimedia experiences. I'm not suggesting your church become an entertainment venue, but to some extent, there are cameras, projectors, switchers, screens, lighting consoles, and audio mixer in nearly every church. The typical worship pastor is often ill-equipped to lead the utilization of this equipment.

Churches looking at the future recognize the need for more production support than music support. It's easier to contract musical talent than production expertise week to week.

Don't shoot more for this, but I don't know what a typical worship pastor does on Monday or Tuesday morning.

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## 3. Communications Director

You didn't need a staff member to manage the bulletin. But now? Odds are you don't have a bulletin. Bulletins have mostly been replaced by email, social media, QR codes, YouTube, and stage announcements. All of these communication channels are necessary and important. And they must be led and coordinated.

Maximizing digital communication channels is mostly new for churches.

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## 4. Information and Data Analyst

Data is too important to overlook, especially when it's so easy to get, process, and analyze. The best decisions are data-driven.

Knowing how much money was given last Sunday is no longer sufficient for data-driven decisions. Or how many people came to church last weekend. These lag metrics are essential and should still be measured, but steps and trends measure growth.

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## 5. Adult Engagement Director

This position is a better representation of what was previously education, discipleship, and assimilation. Engagement is about participation in community, giving, serving, baptism, and more. Even within these categories, there are multiple incremental steps.

Churches today need staff members waking up every day thinking about how to move people into incremental engagement steps better. This doesn't happen by accident.

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