



## Director of Spanish Ministries Job Description



### I. Director of Spanish Ministries/Fuición On-Air Host

**Reports to:** President/CEO

#### A. Job Overview

**Bilingual – Fluent in both Spanish and English**

**The Ability to Share the Gospel of Jesus Christ with Others**

First and foremost, the Encouragement Media Group Director of Spanish Ministries must be able to effectively minister and communicate to teammates, listeners and others in the community the heart of what it means to follow Jesus Christ wholeheartedly. This must come, not simply from head knowledge, but from a vibrant and active daily walk with Jesus Christ as personal Savior. Annually affirming our Encouragement Media Group (EMG) Statement of Faith and Beliefs is a requirement for this and every position within EMG.

The chief aim of the Director of Spanish Ministries is to glorify God by effectively developing an encouraging relationship with listeners that glorifies God, while encouraging them, connecting our Hispanic community and pointing them to Jesus Christ.

The Director of Spanish Ministries will oversee all aspects of Spanish language ministries within Encouragement Media Group. The Director will be responsible for personnel, administration, programming, community connections/outreach, marketing, development and day-to-day operations.

#### B. Director of Spanish Ministries Responsibilities and Duties

##### 1. Personnel

The Director will be responsible for leading the Spanish ministry team. This includes hiring, shepherding, coaching, disciplining and termination, if needed. Hiring, corrective action and termination will be done in conjunction with the President/CEO. The Director will help set goals and strategy for accomplishing those goals will hold their team accountable for accomplishing those goals, creating an atmosphere of teamwork and Christ-centered fellowship. The Director must lead by example, working as unto the Lord in the day-to-day operation of the ministry.

##### 2. Administration

The Director will oversee all aspects of administration as it relates to EMG Spanish ministry. This includes processes for responding to listener questions/comments we receive via mail, email, social media and phone.

##### 3. Programming

The Director helps carry out the vision for the on-air programming on all EMG Spanish ministry outlets, giving direction to the Fuzión Program Director. The EMG Spanish Ministry Director will work with the President/CEO to set the programming vision. The Fuzión Program Director will have an indirect reporting role to the EMG VP of Programming so that the Fuzión Program Director can benefit from the experience, wisdom and model that the VP of Programming has. Ultimate responsibility for the ministry product that is produced rests on the Director of Spanish Ministries, as they have final say in programming direction.



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### **4. Community Outreach/Connections**

The Director of Spanish Ministries provides overall vision for reaching the community, establishing strategy and guiding the Fuzión Director of Community Connections to help determine the events (concerts, festivals, etc.) with which we will be involved, with consideration for the cultural needs of Hispanics.

The Director of Spanish Ministries will ensure that Fuzión outreaches coincide with EMG outreaches, where applicable. The Fuzión Director of Community Connections will have an indirect reporting relationship to the EMG VP of Community Connections/Marketing so that they can share ideas, brainstorm, strategize and coordinate for ways that EMG and Fuzión can work on projects at the same time.

### **5. Marketing**

Working with the Fuzión Director of Community Connections, the Director of Spanish Ministries is ultimately responsible for overseeing the marketing efforts for EMG Spanish ministries. This includes billboards, on-air imaging, logos, print materials, web sites, emails, etc.

### **6. Development/Fundraising**

The Director of Spanish Ministries will oversee the development/fundraising efforts for our Spanish ministries. This will require coordinating and planning with the EMG Director of Donor Services to ensure that we make every effort to encourage Fuzión/Modo Vida listeners to become givers. This includes providing direction on direct mail, email donation asks, video storytelling and managing a “workflows” plan with our donor software that will help us gain and retain donors to the ministry. The Director oversees all on-air fundraising efforts, helps set and meet fundraising goals and ensures that their team is well prepared. The Director will have opportunities to visit with donors and share stories of how God is moving on the hearts of people because of the Spanish ministry.

### **7. Spokesperson for Spanish Ministry**

The Director will represent Fuzión in our community, sharing the vision for Fuzión by speaking in public at concerts, community events, media interviews and donor events. The Director will also serve as a representative for the ministry at industry conferences and events. The Director is not expected to be the sole representative to speak in public, but is expected to be an authority who is confident with making public presentations.



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### C. Show Host Responsibilities and Duties

With counsel from the Fuzión Program Director, the Director of Spanish Ministries, in their role as On-Air Host, ensures that their on-air shows are of a consistently high quality, in harmony with the mission of Encouragement Media Group, and in accordance with EMG policies and the rules and regulations of the Federal Communications Commission. Must be consistently on-time for daily work assignment.

#### 1. On-Air Show

Partner and work well with co-host (if applicable). Share scriptures from the Bible every hour. Encourage and uplift audience in a clear, communicative manner with light-hearted, family-friendly conversation and commentary covering a variety of subjects from Christian faith to family relationships, current events, weather, and local topics of interest. Utilize effective storytelling to grow audience.

#### 2. Show Prep

Gather, read, print, and utilize show prep material from the Bible, local news sites, the web, and daily life experiences so that we can effectively point people to Jesus Christ.

#### 3. Show Flow

Answer phones, produce and schedule on-air audience interaction. Maintain forward momentum to keep your show moving and the energy up.

#### 4. Show Content

Coordinate content and flow of the show, regarding interviews, promotions, phone calls, and last minute changes.

#### 7. FuziónFest Hosting

Provide on-air hosting during our on-air fundraising drives from a Christian stewardship perspective.

#### 8. Voice Tracks

Prepare and produce pre-recorded voice tracks, as needed.

#### 9. Promotions/Community Connections

- Serve as an emcee at station-sponsored events and community events.
- Attend all Fuzión designated events, concerts, live remotes.

#### 10. Continuing Professional Improvement

Attend other seminars, classes, and conferences pertaining to ministry/industry growth, as needed.

#### 11. Social Media Interaction

Engage the Fuzión audience through social media, blogs and video to deepen the relationship with our listeners and expand our ministry.

## II. Ministry Qualifications

- A born again believer of Jesus Christ with a strong and growing walk with the Lord (Romans 3:23, Romans 6:23, Romans 5:8, Romans 10:13, Romans 10:9-10)
- A heart for service, with Jesus Christ serving as our example (John 13:1-17)
- Committed to uphold and integrate the Encouragement Media Group model of pointing people to Jesus as a core process and belief. This includes communicating the heart of the Gospel while with listeners in person, by phone, social media, letter or other form of communication. (Mark 16:15, Psalm 96:3)
- Willingness and eagerness to pray to God the Father, through His Son Jesus Christ, verbally (out loud) for and with fellow staff members, listeners and people in the community.
- Ability to answer basic questions about the Christian faith and explain to someone how they can become a Christ-follower
- Agreement with and a willingness to hold to the Encouragement Media Group Statement of Faith in both belief and practice
- Willing and committed to hold to the policies described in our employee manual
- Willing and able to lead and participate in required staff prayer times and Bible-based devotionals in the context of our beliefs as outlined in our Statement of Faith
- Commitment to be active in a local Bible-believing church, recognizing the importance of such a commitment. (Hebrews 10:25, I Timothy 5:17)

**C** = Constantly (At least Daily) **F** = Frequently (At least Weekly) **O** = Occasionally (At least Monthly) **R** = Rarely (Annually)

\*Essential Physical Effort / Working Conditions Marked with an asterisk \*

**Physical Demands:**

**Vision/Sight/Hearing:**

**Physical Strength:**

Standing*	<b>F</b>	Vision-Far Acuity*	<b>F</b>	Sedentary Work*	<b>C</b>
Walking*	<b>F</b>	Vision-Near Acuity*	<b>C</b>	Light Work*	<b>C</b>
Sitting*	<b>C</b>	Vision-Depth Perception*	<b>C</b>	Medium Work	<b>F</b>
Lifting*	<b>F</b>	Vision-Peripheral	<b>C</b>	Heavy Work	<b>F</b>
Carrying*	<b>F</b>	Color Vision*	<b>C</b>	Very Heavy Work	<b>R</b>
Pushing*	<b>O</b>	Listening*	<b>C</b>	Amount / pounds lifted*	<b>50</b>
Pulling*	<b>O</b>	Hearing Acuity	<b>C</b>	Amount / pounds carried*	<b>40</b>
Climbing	<b>O</b>	<b><u>Environmental Conditions:</u></b>			
Balancing	<b>O</b>	Extreme Cold	<b>R</b>		
Stooping	<b>O</b>	Extreme Heat	<b>R</b>		
Kneeling	<b>O</b>	Temp Changes	<b>R</b>		
Reaching*	<b>F</b>	Humid	<b>O</b>		
Fine-Motor Handling*	<b>C</b>	Noise*	<b>F</b>		
Time-Sensitive Reactions*	<b>C</b>	Vibration	<b>O</b>		
Feeling*	<b>C</b>	Work Alone and Around Others*	<b>C</b>		
Talking*	<b>C</b>	Time-Sensitive Deadlines*	<b>C</b>		
Rep. Motion*	<b>C</b>	<b><u>Travel Requirements:</u></b>			
Eye / Hand Coordination*	<b>C</b>	Local day trips*	<b>C</b>		
Eye / Foot Coordination	<b>F</b>	Overnight	<b>O</b>		

I understand the requirements of this position and am capable of performing these tasks.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_