



CROSSROADS CHURCH | JOB DESCRIPTION

Position Title:	Website Developer
Department:	Creative Arts
Reports to:	Creative Arts Pastor
Oversees:	Website Development, Management, Analytics, Optimization, User Support, Security; Web Development Volunteers, Digital Media Interns, Contract Developers (as assigned)
Hours:	Part Time, 20 hours

Position Summary:

The Web Developer is responsible for the design, development, maintenance, and optimization of Crossroads Church's digital platforms. This position ensures that the church's websites, web applications, and online experiences effectively support the mission of helping people find and follow Jesus. The Web Developer works closely with Creative Arts, Communications, Ministry Leaders, and Operations teams to create engaging, user-friendly, and data-driven digital experiences.

The ideal Web Developer:

- Understands that technology is a ministry tool, not just a technical function.
- Thinks strategically about user engagement and ministry impact.
- Combines creativity with technical excellence.
- Solves problems proactively.
- Communicates effectively with both technical and non-technical audiences.
- Maintains high standards of quality and attention to detail.
- Embraces continuous learning and innovation.

As a Crossroads Staff Member, the Web Developer is expected to:

- Be Mission-Minded
- Pursue Spiritual Growth
- Lead with Humility
- Choose Collaboration
- Embrace Innovation
- Value Excellence
- Develop People
- Finish Strong

The Web Developer succeeds when every digital interaction makes it easier for people to connect with Crossroads Church, engage in discipleship, and take their next step toward Jesus.



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Key Responsibilities:

- **Website Development & Management**
 - Develop, maintain, and optimize all Crossroads Church websites and digital properties.
 - Ensure websites are visually compelling, mobile-friendly, secure, and user-focused.
 - Implement new features, landing pages, and functionality that support ministry initiatives.
 - Monitor website performance and proactively identify opportunities for improvement.
 - Maintain website architecture, navigation, and content management systems.
- **User Experience (UX) & Design**
 - Collaborate with creative and ministry teams to create intuitive digital experiences.
 - Improve user journeys for guests, members, volunteers, and event participants.
 - Conduct testing and analysis to improve engagement and conversion rates.
 - Ensure consistent branding and user experience across all digital platforms.
- **Digital Ministry Support**
 - Create and manage online registration systems, forms, event pages, and ministry portals.
 - Develop solutions that support discipleship pathways, volunteer engagement, and outreach efforts.
 - Support livestream and online ministry integrations. Partner with ministry leaders to develop digital tools that increase ministry effectiveness.
- **Analytics & Optimization**
 - Monitor website traffic, engagement, and conversion metrics.
 - Generate reports and recommendations for improving digital performance.
 - Utilize SEO best practices to increase visibility and reach.
 - Implement and manage tracking tools such as Google Analytics and event reporting systems.
- **Technology & Security**
 - Maintain website security, backups, updates, and hosting environments.
 - Troubleshoot technical issues and provide timely solutions.
 - Ensure compliance with privacy, accessibility, and data security standards.
 - Evaluate and recommend new technologies and digital solutions.
- **Content & Communication Support**
 - Collaborate with Communications and Creative Arts teams on digital campaigns.
 - Build and optimize sermon series pages, ministry pages, and event microsites.
 - Support online giving, registration, and communication platforms.
 - Assist with integration between church management systems and web platforms.
- **Team Development**
 - Recruit and develop volunteers with web development and digital skills.
 - Train ministry staff on website tools and content management systems.
 - Create documentation and processes for long-term sustainability.



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Spiritual Responsibilities:

- Maintain a growing personal relationship with Jesus Christ.
- Support and advance the mission, vision, and values of Crossroads Church.
- Demonstrate Christ-like character and servant leadership.
- Participate actively in the life and ministry of the church.
- Serve as a positive representative of Crossroads Church both online and offline.

Required Qualifications:

- Strong proficiency in HTML, CSS, JavaScript, and modern web development frameworks.
- Experience with website content management systems (CMS).
- Knowledge of responsive design and user experience principles.
- Understanding of website security, hosting, and performance optimization.
- Strong project management and problem-solving skills.
- Ability to manage multiple projects simultaneously.

Preferred Qualifications:

- Bachelor's degree in Web Development, Computer Science, Information Technology, Digital Media, or related field.
- Experience with church websites or nonprofit organizations.
- Familiarity with:
 - WordPress
 - Webflow
 - Squarespace
 - React
 - Node.js
 - Google Analytics
 - SEO best practices
 - Church Management Systems (Planning Center, Church Community Builder, etc.)
- Experience integrating APIs and third-party platforms.



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Key Performance Indicators

- **Experiences**
 - Website user satisfaction
 - Mobile usability scores
 - Online engagement growth
- **Purpose**
 - Event registration conversion rates
 - Online discipleship engagement
 - Digital guest connection effectiveness
- **Relationships**
 - Ministry leader satisfaction
 - Volunteer engagement and development
 - Cross-department collaboration
- **Systems**
 - Website uptime and reliability
 - Page speed performance
 - Security compliance
 - Project completion rates
 - SEO rankings and traffic growth