



**THE UNITED CHURCH
OF CANADA L'EGLISE
UNIE DU CANADA
TORONTO CONFERENCE**



Ministry Position Description (TC 425 PD)

Community of Faith name: Eglinton St George's United Church

Position Title: Next Generation and Growth Minister

Position Profile:

Work alongside the Congregation and Lead Minister to connect more deeply with our community at large in order to attract potential members particularly of a younger demographic. Congregation and Lead Minister begins at ESG on February 1, 2018.

The Next Generation and Growth Minister role is a unique opportunity to be forward-thinking, curious and innovative by exploring what it takes to attract and engage non-churched or less-churched families and younger people to be a part of ESG's community of faith.

Position Summary: (2-4 sentences that summarize the position including the covenant with God)

Next Generation and Growth Minister in a multi-staff ministry of a dynamic and engaged community of faith. The Next Generation and Growth Minister will actively:

1. develop strategies to deepen connections with our ESG families (parents, children, youth) and younger adults;
2. develop wider community interest in ESG through such tools as social media, technology, and communication;
3. attract and engage new members as articulated in ESG’s current missional and faith goals in MAP. The Next Generation and Growth Minister will work collaboratively with the Lead Minister, ESG Council, lay leadership and staff to invigorate our mission and ministry;
4. grow our faith by developing and delivering worship and programming that attracts a new generation. This minister will work closely with staff on enhancing our internal and external communications, welcoming initiatives, and engagement strategies.

Accountable to: who does this person 'report to' in terms of accountability for fulfilling their duties?

| <i>To Whom</i> | <i>For What Purpose/Tasks</i> | <i>Name/Contact</i> |
|--|---|--|
| ESG’s Lead Minister | For collaborative planning and implementation to deliver ESG’s mission and vision | Lead Minister to begin February 1, 2018 |
| Community of Faith through the M&P Committee | For the local support and accountability related to this position description | Heather Parker, Chair of M&P and individual M&P representative |
| Conference | For oversight and discipline. | Conference Personnel Minister |

Autonomy in Decision-Making:

The Minister will work collaboratively with the Lead Minister, ESG Governing Council, lay leadership and staff in giving leadership to MAP goals. The person will be strongly supported by our Ministry and Personnel Committee.

REFER TO THE 8 CATEGORIES from the CoF's TC425 MAP Ministry Articulation Profile Form, and make sure to specify the CoF's unique priority (1-8) in each category.

Growing in Faith (*Discipleship*) (Priority #1):

1. Connect with younger (under 55) adults, families, children, and youth presently attending ESG by developing worship and program options that deepen their faith and provide exciting missional opportunities for engagement and service; and provide leadership in the development of family focused programming
 - (i) Learn about and understand the needs and issues confronting people and families under 50
 - (ii) Research and develop worship, programming and mission work that addresses those needs and issues
 - (iii) Welcome and engage younger adults, families, youth and children to ESG
 - (iv) Reach out to younger adults, families, children, and youth in the surrounding community through social media, marketing, and communication strategies
2. ESG hosts events that connect with a wider external community. This minister can offer strategic leadership by identifying how to communicate ESG faith community activities, programming, and worship to this wider community.

NOTE: Initially, 50% of time can be spent in this area. Early stages may involve research, community analysis, and conversation with a target group. Also, minister can review what successful churches are doing, and propose programming and worship ideas that support our mission to support people of all ages to be their best spiritual selves. From research, minister can develop programming and lead an integrated family ministry (parents, children, youth) and young adults in worship, learning, outreach and pastoral care ministries to develop a thriving and engaged “next generation” for ESG. All work will be part of larger missional strategy supported by Council, key lay leaders, and Lead Minister.

Leadership (Priority #2):

1. ESG seeks a second minister to engage in strategic thinking and innovative leadership to support our primary goal of offering worship and programming that promotes congregational growth and engagement, and deepens spirituality while at the same time attracts new people and a younger demographic.
2. Working in team with Lead Minister, we are seeking a second minister to work collaboratively with the congregation who has confidence and initiative to generate ideas and execute our goals with authority. The congregation is looking to enhance our marketing and community engagement capabilities.
3. ESG seeks a forward-looking leader who can enhance our outward focus which includes developing a better understanding of our wider community, what attracts people to faith communities in the 21st century and how we can connect and communicate to people who may be interested in the many benefits and joys of joining a faith community like ours.

Belonging, Extravagant Welcome, Wellness (Priority #3):

1. With declining membership of families and young adults, we are seeking new ways to attract and engage that specific demographic. It has not been a focal point of our historic efforts, but over the past few months has been identified as critical to our future. We require a leader who can develop a strategic plan and help ESG implement ways to connect and market to this group.
2. ESG has a team of greeters who offer a warm welcome to worship. We have a tremendous amount to offer but need to identify opportunities for first-time visitors to connect with programs and people so that we are growing our membership. ESG offers meaningful worship and music, substantial pastoral care and support, adult learning groups, youth and children's programs, and extensive justice and outreach programs and initiatives. We support and challenge each other through open and honest discussion in

person, in small groups, or over coffee after Sunday worship. We want to share these initiatives with a wider community.

3. People come through our doors each Sunday with curiosity and spiritual needs. We do not have a clear approach to encourage them to come back or to engage with other ESG groups and activities. We need strategies to attract, connect, and engage new people and families in order to build a bigger family of committed faithful ESG members.
4. Our congregation is aware that ministers don't always maintain a healthy life balance. It is a demanding job and we are working as a community to manage our expectations and encourage our staff to lead healthy and balanced lives.

NOTE: 20% of time spent in attracting non-members to events, connecting with them and encouraging clearly articulated paths to on-going affiliation at ESG.

Worship (Priority #4):

In team with Lead Minister, create a meaningful presence of children, youth, and families, in Sunday worship as full members of the congregation. Experiment with creative and diverse approaches to Sunday worship, approaches that resonate with an intergenerational congregation that reflect current and emerging trends, interests and insights. As needed, expand Worship & Music committee to support the ministerial team and increase participation.

NOTE: 20% of time spent leading or participating in Sunday worship. There are up to 8 weeks where you will have sole responsibility for Sunday worship leadership.

Pastoral/Spiritual Care (Priority #5):

Pastoral care initiatives have grown at ESG in recent years. We are serious about caring for one another. We have created teams, visitors, and systems to reach out in love. Individuals and teams work closely with our ministers and support staff to provide spiritual and emotional care and valued guidance. Initiatives have been inspired and are supported by congregation members and adherents.

NOTE: 10% of time spent supporting our strong team orientation to pastoral care. In particular, pastoral care and creating connections with our families, youth and young adults will be key.

Justice, Outreach and Sharing the Good News (*Justice & Outreach*) (Priority #6):

ESG serves others generously. Inspired by the words and actions of Jesus, our Justice and Outreach programs encourage congregational awareness and involvement in ministries to wider communities. Education, advocacy and action, foster spiritual growth and nurture transformation in the local and global community. Outreach work as it relates to families, children and youth.

Stewardship (Priority #7):

Supporting role as required in implementing ESG's stewardship strategy and activities for families (parents, children, and youth).

Wider Relationships (*Ministry Partnerships*) (Priority #8):

Broader Community: understand the opportunities for building relationships in the community and with local churches to strengthen our mission.

KNOWLEDGE and SKILLS

- Order of Ministry (Ordained or Diaconal) in the United Church of Canada yet open to other educational and life experience backgrounds
- Culturally attuned; Relates the Bible and Christianity to today's issues of interest and importance in worship and programing especially as it relates to families and younger adults
- Comfortable being outside the church, meeting with people to determine their needs, discussing what ESG is all about and meeting with potential community partners
- Is open-minded and curious about how the United Church can fill a spiritual void with people who are less churched
- Enable ESG to deliver innovative programs, worship, outreach and pastoral care for a younger demographic
- Ability to build partnerships and work collaboratively and effectively with our Lead Minister who has congregational oversight and with our skilled staff team
- Engage lay leaders in discussion so that they have an understanding of the issues confronting our ability to attract and engage younger people and families
- Preaching skills that serve to connect the everyday world to the bible's teaching
- Sensitivity to diverse and traditional perspectives of our existing congregation; honour ESG's strengths and traditions and weave them into new programming
- Organizational and lay volunteer development skills
- Excellent interpersonal verbal and written communication skills
- Warm, engaging person with ability to listen
- Computer and social media knowledge is essential
- From a strong personal spiritual life, able to encourage spiritual life in others
- Optimistic and able to encourage enthusiasm in others
- Able to empathize with different constituencies and mediate conversations
- Flexible, open to change, and able to lead change