

Outreach & First Impressions Manager

Date: September 13, 2026

Summary

At SPL, our mission is to help people find and follow Jesus. The purpose of the Outreach and First Impressions role is to enable SPL to be a visible and welcoming presence both online and in-person. This role spearheads two connected pieces of our outreach: our digital presence in the community and our guest experience on Sundays and special events.

Profile

Type of Position:	Full-time
Anticipated Start:	Immediately
Work Week:	Sundays – Thursdays (Fridays & Saturdays off); Primarily based in the SPL office
Reporting:	Creative Director
Supervising:	Media Team First Impressions Teams In-Person Hosts Parking Team Greeting Team Ushering Team Start Here (Welcome Center) Team Hospitality (Coffee) Team Online Hosts

Essential Expectations and Responsibilities

Management and Leadership

- Serve out of a growing personal relationship with Jesus.
- Create and sustain healthy volunteer teams aligned with SPL's culture.

Digital Outreach & Communications

Help SPL Church invite our neighbours to join us in-person or online by:

- Planning, creating, and posting visual content for SPL's social media platforms that aligns with our brand and voice;
- Developing and implementing social media strategies and campaigns to reach spiritually curious people in SPL's surrounding communities;
- Overseeing the day-to-day management of campaigns;
- Engaging with social media comments and messages in a timely, warm way;
- Tracking basic engagement metrics and adjusting strategy accordingly;
- Coordinating with ministry leaders to capture photos/video and stories worth sharing;
- Supervising the volunteer media team;
- Maintaining SPL's website so that it is inviting and easy-to-use for people without a church background;
- Assisting the Creative Director as required.

First Impressions

Responsible for creating a comfortable welcome for guests:

- Recruiting, equipping, scheduling, and leading the Sunday Service volunteer teams who welcome guests in-person (hosts, parking team, greeters, Start Here station, ushers, hospitality/coffee);
- Recruiting, equipping, scheduling, and leading the Sunday Service volunteer host team who welcome guests online;
- Ensuring a consistent, warm first impression across every guest touchpoint (signage, connection cards, Start Here station);

- Tracking and following up with first-time guests (in person and online) in the days after their visit;
- Coordinating the welcome and hospitality for special events like Christmas Services and Easter;
- Managing congregational weekly emails so that people new to SPL can discover us beyond Sundays.

Requirements

We are looking for someone who is passionate about making disciple-making disciples and who demonstrates the following strengths:

Follower of Jesus

Demonstrates a vibrant and growing relationship with Jesus, a passion for the local church, and wholehearted alignment with the mission, vision, and values of St. Paul's Leaskdale. Excited to introduce unchurched people to Jesus.

Leader of Leaders

Demonstrates the ability to recruit, equip, and lead large, thriving volunteer teams. Able to identify potential, train volunteers, and empower leaders.

Strong Communicator

Able to communicate clearly with text and visuals. Knows how to engage people online in a way that aligns with SPL's culture and character.

Welcoming Host

Demonstrates a passion for and ability to create a welcome for people in-person and online. Knows how to remove barriers so that people can encounter Jesus and get connected to the SPL community

Organized

Strong ability to manage multiple projects across teams. Knows how to prioritize tasks and manage deadlines.

Experience / Education

A satisfactory combination of education, training, and experience in related fields, including:

- Proven track record of leading volunteers;
- 2+ years of experience with social media management;
- A degree in communications, hospitality, or nonprofit management is preferred;
- Proven capacity to support a brand and voice with excellence;
- Ability to use AI effectively in alignment with SPL's AI policy.

To apply, please email your resume and cover letter to SPL's Operations Manager, Victor Dasari (victor@saintpauls.ca).