



M I C H I G A N
M I N I S T R Y
N E T W O R K

**RESOURCES FOR RECRUITING
NEW EMPLOYEES
PLAYBOOK**

Hiring a staff member at a church is a significant and often delicate process that is deeply important and requires thoughtful care, prayer, and discernment.

Unlike most organizations, a church's staff must not only align with professional qualifications but more importantly the congregation's spiritual mission, values, and culture. This makes the process uniquely personal and potentially stressful. Leaders must balance prayerful discernment with practical needs and community dynamics.

A poor hiring decision can affect the church's spiritual health and disrupt the unity of the body. Therefore, it's essential to approach the process with intentionality, transparency, and sensitivity to the Spirit, ensuring that the chosen individual is gifted, capable and called to serve in that specific role.

This playbook provides you with resources on how to recruit and suggests ways to attract the best candidates.

SUGGESTIONS FOR SUCCESSFUL RECRUITING

DIFFERENT WAYS TO RECRUIT EFFECTIVELY, INCLUDING SOCIAL MEDIA.

Hiring new staff for a church requires integrating professional recruitment methods with the church's mission, values, and community culture.

CREATE A COMPELLING JOB OPENING POST

Consider these steps –

1. **Craft a Specific and Descriptive Title:** Use a title that accurately reflects the role, like "Youth Ministry Director" or "Worship Pastor".
2. **Write a Compelling Overview:** Briefly explain the purpose of the position and its key responsibilities, relating it to the church's overall mission.
3. **Highlight Key Skills and Qualifications:** Specify any required or preferred skills, experience, and educational background.
4. **Emphasize Spiritual Expectations:** For ministry roles, mention expected spiritual gifts, maturity, and alignment with the church's theology.
5. **Share Church Culture and Values:** Infuse the posting with details that reflect the church's unique character and beliefs, helping candidates gauge their fit.
6. **Provide Clear Instructions on How to Apply:** Specify the application process, including the necessary documents and where to submit them (email, website, etc.).
7. **Consider Posting on Relevant Platforms:** Consider posting on sites like ChurchJobsOnline.com, ChristianCareerCenter.com, or MinistryJobs.com.
8. **Review and Edit:** Before posting, review the job posting for clarity, accuracy, and grammatical errors.

By following these steps, you can create a church job posting that effectively attracts and engages qualified candidates.

NETWORKING. Word of mouth remains a highly effective way to find new staff. Leverage your relationships and network leadership to help spread the message.

LOOK INWARD. The best place to find a new staff member may be to seek someone capable, called, and competent from within your church. Identify congregants already serving in relevant areas who are potential candidates for paid positions. Internships can also lead to staff roles, giving you time to evaluate ministry effectiveness and fit prior to hiring them.

SOCIAL MEDIA. Whether you like social media or not, utilizing these platforms when recruiting is essential. Effective use of social media platforms will significantly widen your sphere of reach across the country. There are many platforms to utilize:

- **Facebook.** Share job openings on your church's official page. Consider using targeted ads to expand your reach. Make sure the content is high quality and appealing to your target audience. Make sure your post is shareable.

SAMPLE POST (include photo)–

☀️ *We're Hiring! Director of Students & Missions* ☀️

Do you have a passion to impact students with the Gospel? Is your heart stirred by missions and reaching people both locally and globally?

Any Church is excited to announce a full-time opening for our Director of Students & Missions! We're seeking someone who is energized by student ministry, passionate about missions, and driven to make an eternal difference.

If you:

Love inspiring students to follow Jesus wholeheartedly

Thrive in creating dynamic ministry environments

Are passionate about local and global missions

We would LOVE to talk with you!

Come join an amazing ministry team committed to making an eternal impact in Any Town, USA and beyond.

👉 *Interested? Check out our job description here: **(link to description)***

Please apply using the Any Church website

[#MinistryOpportunity](#) [#StudentMinistry](#) [#Missions](#) [#Hiring](#) [#MakeADifference](#)— at Your Church.

- **Instagram.** Post job openings on both your church's official profile and your personal account. Make sure the content is high quality and appealing to your target audience.

SAMPLE POST -

Have you considered a career in ministry? At Any Church, not only do we hire pastors, but we also hire software engineers, filmmakers, copywriters, data analysts, and so much more!

If you're looking for ways to apply your skills to see people come to know Christ, a career at Any Church could be your next step!

Visit the link in our bio to learn more!

(Include photo and link to full job posting)

- **X (Twitter).** Use hashtags and church networks to spread the word. Hashtags and retweets can significantly assist in getting your open position shared.

SAMPLE POST

[@AnyChurchAG](#)

Do you have a heart for worship, a love for Jesus, and a desire to lead others into His presence? We're seeking someone who can lead engaging, Christ-centered worship, develop and mentor volunteer teams, and creatively oversee the worship arts ministry.

(include photo, hashtags, and link to the full job posting)

- **LinkedIn** is the most widely used platform for professional networking. It is often overlooked in church communities, yet it represents a growing opportunity for effectiveness.
- **YouTube** is one of the most used platforms. Consider posting a video with a staff member sharing what it's like to work at the church or the Lead Pastor inviting someone to join the staff, focusing on the church's culture and vision.
- **TikTok** is a great platform for connecting with Gen Z audiences, who are becoming our NextGen leaders. Although it is more informal than LinkedIn, TikTok remains an effective tool. Consider posting content that demonstrates excitement and creativity, such as a video highlighting your facilities, location, community, congregants, and staff. Focusing on church culture should be the main emphasis of your post.

Church Website. Your church website is the first look into your church that a candidate will check out. It is essential that your website accurately reflects your church, culture, mission, and values. No matter your culture, attracting a high-capacity leader must also be well done. There are several things you can do:

- **Create a “Join Our Team” page.** This page should list your open positions and include a description of each role, the main contact person, and application instructions. Post a link in a prominent location on your home page.
- **Add life.** Most websites present information, but an attractive website will also show transformation. Review your website and make sure it shows people, activities, outreaches, and relationships that will create excitement about your church's life. All photos should be an accurate representation of what your church looks like.

- **Videos:** Create and share videos from congregants that highlight life, showcasing the culture and values.

MMN Open Job Posting. The Michigan Ministry Network has a page designed for you to post open positions. You can go to <https://www.mmn.ag/open-ministry-positions>. Below is a sample posting to consider:

FIRSTVILLE FIRST AG – NextGen/Associate Pastor, Part-Time

Contact Person Info: Bob Smith – [email][phone number]

Congregation Size (100)

Demographic (Rural)

Website: [\[church website address\]](#)

FIRST AG Church exists to be a Jesus-centered family experiencing whole life transformation.

Our vision is to reach the unchurched and to disciple people that become thriving followers of Jesus. We seek to be a church that equips and sends.

The primary responsibility of the NextGen Coordinator is to ensure that each encounter with the children's ministry and youth ministry of First AG Church is inviting to both members and guests. In addition, the NextGen Coordinator casts vision and advocates for individuals' development, safety, and discipleship from birth to 12th grade. *full job description available @ first.ag/jobopening

CHURCH JOB POSTING WEBSITES. Numerous companies can greatly assist in promoting your open position. They differ in price and effectiveness. Typically, they come with a financial cost but can achieve a significantly wider reach. MMN is not endorsing any of them, we are merely sharing information for consideration.

[ChurchStaffing.com](#)

[MinistryJobs.com](#)

[ChristianCareerCenter.com](#)

[Churchjobsonline.com](#)

[vanderbloemen.com](#)

The General Council Assemblies of God:

- Called Job Opening: called.co/jobs-current?tab=search-jobs
- Assembly of God Colleges and Universities may have spaces to post church openings. Contact them for specific requirements.