

Creative Director

Department: Communications

FLSA Status: Exempt

JOB SUMMARY:

The Creative Director is a member of the Communications Team who provides leadership and oversight to the visual identity of Browncroft Community Church. This leader will excel in digital design and, whether working a project solo or catalyzing a team, will ensure brand standards are upheld in all electronic, print, and physical-space communication channels.

REPORTS TO: Communications Director

ESSENTIAL FUNCTIONS:

- Lead
 - Know Browncroft's visual brand elements and ensure all church efforts align with them.
 - Exhibit and catalyze creativity and innovation, particularly in digital design, translating conceptual ideas into compelling artistic content that serves the goals and priorities of the church.
 - Execute successful design process for digital, print, and physical spaces.
 - Develop, organize, and utilize volunteer creative talent.
 - Seek, organize, and partner with vendors and contractors to achieve digital, print, and physical deliverables.
- Partner
 - Work with Communications staff and designated partners/volunteers to ensure social media and website content are engaging, brand-aligned, and strategic.
 - Work with Worship & Production staff to design attractive and brand-aligned digital and print content for sermon series and other worship service needs.
 - Work with the Director of Visual Story to provide insight into photo and video content development, ensuring brand-aligned artistic direction.
 - Work with Browncroft ministry leaders to ensure the execution of attractive and brand-aligned creative content for ministry programs, campaigns, and events.
- Deliver
 - Develop a plan to prioritize and complete tasks in a strategic and on-time manner.
 - Additional duties and tasks as assigned.

EDUCATION & EXPERIENCE:

- Bachelor's degree required in Design, Marketing, Communications, or job-related field or an equivalent combination of related work experience, training and/or education sufficient to successfully perform the essential duties of the job.
- A minimum of five (5) years of experience working with graphic and web design or art/creative/brand direction.

KNOWLEDGE, SKILLS & ABILITIES:

- Excellence in digital-first design.
- Organization and attention to details in order to achieve excellent final products.
- Ability to oversee multiple design processes in the face of rigid deadlines.
- Reliability and emotional intelligence as a team player.
- Proactive communication inspiring confidence in those he/she leads, partners with, or supports.
- Comfort tackling projects head-on and adapting to shifting challenges or opportunities.
- Proficiency in Adobe Creative Suite and Web content management systems.

PHYSICAL DEMANDS AND WORK ENVIRONMENT:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

While performing the duties of this job, the employee is not exposed to weather conditions.

The noise level in the work environment is usually moderate.

I can, with or without reasonable accommodation(s), perform the essential functions of this position:

Employee Signature

Date

DATE CREATED/REVISED: September 2021