Churchome
Job Description

Visual Content Creator

I. PURPOSE

The Visual Content Creator, under the direction of the Content Director, produces a range of high-quality visual products in various formats for gatherings, marketing, social media and the web. The Visual Content Creator is the sole source for on-demand graphic design and responsible for the creation of cohesive designs and developing a standardized look and feel for social media, production and print.

II. TARGETS

- Content is relevant, inspirational, rich in culture, diverse and inclusive, accurately communicating the heart of Churchome.

- Effective collaboration with internal teams to produce content in line with vision and mission of Churchome for social media, production and print.

III. RESPONSIBILITIES

- Content
    - Provide any and all creative content to support the Social Media Manager's deliverables, campaigns, and posting schedules.
    - Take the initiative to analyze and identify design and marketing considerations for each project, such as brand guidelines, target audience, key messaging, and budget guidelines.
    - Participate in brainstorming meetings and discussions to develop concepts as requested by the Content Director, and Social Media Manager.,
    - Be involved in the presentation of rough and final comps as requested by the Content Director.
    - Execute rough and final compositions utilizing photography, illustration, type, color, texture, and dimensions with a high level of proficiency and creative vision.
    - Review and edit proofs for print and electronic materials.
    - Stay current on emerging trends and technologies in art and design.
    - Design a wide range of materials with limited budgets and time.

- Collaboration
    - Collaborate with Production & Content departments to create all in gathering graphics, and additional Churchome App graphic and content support as requested.
    - Assist in finding, evaluating, and supervising out-of-house designers for certain projects.
    - Manage multiple projects simultaneously from concept to delivery.

- The church may also assign other duties or responsibilities, in its sole discretion.

IV. FOLLOW UP

- 30-Day Check-In with HR
- 90-Day Review with Content Director
- Weekly meetings w/Content Director
- Any additional Content or initiative-based meetings

V.   FOLLOW THROUGH

- If targets are being met on a consistent basis, aim to train up leaders who will step in and help create more margin for Content to continue to grow.
- If targets are not being met on a consistent basis, a meeting with the Content Director to evaluate and adjust targets or work to provide additional resources or support to help meet targets will be arranged.

VI.   EMPLOYMENT STANDARDS

Education/Experience:

- Preferably 2 years experience curating social media feeds.
- Preferably a bachelor's degree in graphic design or a related field or equivalent experience that would fulfill the requirements for this role.
- Preferably 2-5 years of experience as a graphic designer.

Knowledge/Skills:

- Proficient with social media curation including photography, text, colors, dimensions, in both story formats and feed design. Excellent and communicating through imagery that is rich in culture, diversity, and inclusion.
- Proficient with Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat) including advanced techniques for electronic design, illustration, and production for creating complex graphics and graphic design projects on the Macintosh and PC platforms. Working knowledge of Microsoft Word, Excel, and PowerPoint.
- Experience and skill with various fonts, page layout, packaging design, typesetting, and logo creation.
- Capable of designing with a broad range of styles and techniques; capable of designing for a broad range of audiences.
- Strong oral and written communication skills both during the design process and for the creative itself.
- Capable of receiving and responding to input from various voices on a given project, including department heads (who are often inexperienced in design), and translating their goals into a successful design.
- Working knowledge of print production, including in-house digital printing, digital outsource printing, and off-set printing. Knowledgeable of aesthetic and production realities.
- Understand the unique design constraints and subcultures of the various social media outlets utilized by the church, including the web, Facebook, Twitter, and Instagram, YouTube,the Churchome App, and various podcast platforms like Apple, Spotify, etc.
- Strong interpersonal and team-building skills, good communication skills, and a positive attitude. Ability to see the big picture without losing sight of the small details.
- Well-organized and adaptable to changing priorities.
- Ability to work well under short and often competing deadlines.
- Work flexibly in a team situation with minimal supervision.
- Understand and implement file management practices across large networks.
- Web design skills.

Work Status: Exempt, Salary, Full-Time
Supervisor: Content Director
Staff Supervision: None

Employees of Churchome must comply with the policies, procedures, requirements and responsibilities set forth in the staff handbook and the church's other manuals and directives, as revised by the church from time to time. These include, for example, attendance at the weekly staff meeting, lifestyle expectations and church attendance expectations. This job description is subject to revision by Churchome at any time and for any reason. Nothing in this job description shall be construed as an implied agreement or promise of specific treatment of an employee, and it does not change the at-will employment relationship between the employee and Churchome.