

CREATIVE DIRECTOR

Effective Date: July 2025

Title: Creative Director

Classification: Full-Time, Exempt

Benefits: As indicated in the Staff Handbook

General Purpose: The Creative Director is responsible for the creation and implementation of church-wide communications, design, and promotional programs. As such, he/she serves as the “central hub” for the strategic planning, coordination, production, and distribution of church communication activities in all formats. The Creative Director is also responsible for all outward facing communication, including but not limited to the church website, social media, and physical signage.

Key Goals and Objectives:

- Manages the Grace Presbyterian Church brand in all visual, digital, and verbal forms. Ensures the brand experience is consistent across all points of contact with members, staff, visitors and guests.
- Supervises the creation and implementation of church communications in multiple formats/venues.
- Makes decisions regarding the social media platforms on which Grace will have a presence and then populates those platforms with quality content.
- Works with ministry directors to develop marketing, communications, and graphic design needs for church events and programs.
- Is ultimately responsible for signage and decor throughout the church building.

Reports To: Senior Pastor

Supervises: IT/Media Director, Creative Team Administrative Assistant

Works With: Worship Director, Executive Administrator, Ministry Leaders (Pastors and Directors), Vendors as necessary

Key Job Responsibilities:

- Serves on the Executive Leadership Team, the Worship Planning Team, the Ministry Leadership Team, and the Creative Team

- Manages the Grace Presbyterian Church brand in all visual, digital, and verbal forms by focusing first on community and all-church communications, followed second by materials within specific ministries
- Is responsible for updating and maintaining the church website
- Coordinates communications for all ministries so that events and opportunities are clearly communicated to the congregation with a sense of ease, knowledge, excitement, and branding
- Produces and/or edits a significant amount of written communication (for things like event promotion, staff bios, e-news, etc.)
- Strategizes, creates, and coordinates communications through the Grace app
- Coordinates announcements and videos for Sunday worship services
- Oversees the TV Ministry
- Produces (films, mixes, edits) music and music videos for Grace Worship
- Creates and produces graphic design elements of communication materials from concept through production. This includes, but is not limited to:
 - Weekly church bulletin
 - Website graphics
 - Signage graphics
 - E-news and other digital communications graphics
 - Video screen graphics
 - Social media posts
 - Layout and graphics for various printed materials
- Other responsibilities as requested

Key Technical and Professional Skills (required, unless stated otherwise):

- At least 4 years' experience in graphic design, communications management, or television/radio ministry.
- Familiarity with layout and productions processes for both print and digital forms
- Experience and ability to work with Adobe software tools, including: InDesign, PhotoShop and Illustrator
- Familiarity in daily website content management, e-newsletter creation, copywriting, and basic marketing
- Undergraduate degree in Marketing, Communications, Advertising, Design or Digital Media (preferred)

Character Qualifications:

- A mature believer in Jesus Christ who is respectful and supportive of the Grace Presbyterian Church Statement of Faith and vision
- Strong interpersonal and team skills
- Ability to work within a time deadline
- Self-starter
- Skilled in multi-tasking
- Able to work independently with minimal supervision
- Joyful, positive attitude

Review: Reviewed annually