



DIRECTOR OF CREATIVE DEVELOPMENT

SUMMARY OF POSITION:

The Director of Creative Development is responsible for developing, leading, and implementing a church-wide creative strategy. This responsibility includes overseeing all aspects of creative development from ideation to implementation of creative projects, campaigns, branding, design, and communication using film, electronic and print media, and resources.

QUALIFICATIONS AND REQUIREMENTS:

- Ability to assess, critique, and improve systems and processes with a high attention to detail and accuracy.
- Must be willing to adapt to a rapidly changing environment and learn new skills.
- Capable of building teams around a common vision and accomplishment of stated goals.
- Must have excellent verbal and written communication skills, with the ability to relate to people of all backgrounds.
- Self-motivated with ability to function effectively without constant supervision, as well as work cohesively within a team environment.
- Proficient in Mac-based, Microsoft Suite, and web-based software (MS Word, Excel, Outlook, Google Drive, Planning Center, etc.).
- Proficient in Adobe Creative Suite (InDesign, Illustrator, Photoshop, & Premiere Pro) as well as experience in videography and graphic design.
- Supports and adheres to the mission, vision, values, and philosophy of ministry of Eagle's Landing First Baptist Church (ELFBC).
- Must be a follower of Jesus Christ and have a lifestyle that demonstrates your love and commitment to Him.
- An active member of ELFBC or willing to become a member.

RESPONSIBILITIES:

Provide direction and oversight to the Creative Development and Communications team, which includes but is not limited to:

General:

- Develop a comprehensive and aligned creative development strategy that infuses the mission, vision, and values of ELFBC.
- Improve and implement unifying design parameters and stylistic guidelines that are consistent with brand identity across ministry areas.
- Establish, develop, and maintain creative, conceptual, and writing standards.
- Capturing the stories of what the Lord is doing at ELFBC and communicating that story in a compelling way.
- Managing multiple special projects while fulfilling ongoing ministry tasks.
- Planning and administering the budget for the ministry.

LEADING:

- Managing resources and assembling the right people for a project/team so that their giftings complement the objectives.
- Lead strategic creative meetings, campaign development, and direct creative execution and process.
- Foster a creative environment that is conducive to creative development.
- Report data and analytics on a consistent basis to the ministry team leaders.

COMMUNICATION:

- Oversee creation and implementation of marketing and church-wide communication.
- Direct and assist in development of social media strategy for electronic media.
- Lead in updating and maintaining of website (i.e.: sign up forms, call-to-actions, blogs, and all other content).
- Keep website current and relevant in communicating the mission, vision, and values of ELFBC.
- Oversee the management of our church's app.
- Develop avenues to extend voice of the pastors of ELFBC through podcasting, video, and other platforms.
- Monitor all advertising methods (billboards, mailers, front sign, etc).

SERVICE PLANNING:

- Aid in Sunday gatherings by bringing creative ideas and messaging to planning meetings.
- Work alongside sermon planning team to develop look, vibe, and feel of sermon series graphics and messaging.
- Contribute to decisions related to visual elements and direction of stage design and digital content.

DESIGN:

- Lead efforts in the design of all art, promotional materials, and resources with a high standard of creativity, excellence, and effectiveness.
- Network with other artists to develop designs.
- Monitor the look, vibe and feel of all promotional materials representing ELFBC.
- Regulate the use of logos and images that represent ELFBC.
- Maintain knowledge of creative marketing trends and best practices.

Position: Director of Creative Development

Reports To: Disciple Life Pastor

Category: Full-Time / Exempt / Ministerial Staff

Campus: McDonough