



Job Description for Lead Graphic Designer

Department: Weekend Experience Team / Creative

Reports to: Creative Director

Classification: Non-Ministerial

Exemption Status: Non-Exempt / Hourly

Hour Requirements: Full-time (40 hours per week)

JOB SUMMARY

Designs all high-end publications and marketing materials for the church and its individual ministries.

ESSENTIAL FUNCTIONS

Creative Process and Conceptualization

- Oversees conceptualization, content and design of all graphic content, including, but not limited to:
 - ❖ series graphics
 - ❖ social media content
 - ❖ wayfinding signage
 - ❖ internal and external print communications
 - ❖ promotional content
 - ❖ web and Multimedia Graphics
 - ❖ branded merchandise
- Develops concepts based on input and vision from the Creative Director and other senior staff
- Maintains a consistent and predictable creative process to move projects from concept to completion.
- Works closely with other members of the creative team to deliver modern and relevant designs that will appeal to our target demographic as well as maintain and advance the Victory Brand.

Overall Victory Brand

- Designs creative promotional material for Pastor John's series including PowerPoint slides, Facebook cover image, web graphics, social media video templates, etc.
- Designs pre- and post-service loop slides.
- Designs monthly bulletin.
- Designs postcards, fliers, promotions, and advertisements of church-wide events and activities.
- Designs postcard that gets mailed to the congregation at the beginning of each small group semester.
- Designs Hometown Welcome ad and postcard.
- Designs café table-top signs and bathroom stall signs for series, events, etc.
- Creates Victory merchandise designs.
- Designs and updates visitor folder and materials.
- Creates eNewsletter graphics.
- Creates info site graphics.

- Designs and orders all signage throughout the building.
- Creates design content for the Social Media Specialist as needed.
- Ensures the Victory brand is being used and distributed properly.
- Designs new ministry logos as needed.

Next Generation Ministries

- Designs creative promotional material for the series and events including PowerPoint slides, web graphics, and social media.

Administration / Accounting

- Submits purchase orders and / or check requests for materials ordered to the Accounting Department.
- Submits receipts for all purchases to Accounting Department.
- Creates graphics budget annually.
- Analyzes and oversees graphics budget to make careful decisions regarding expenditures and keeps within budget.
- Has a working knowledge of Fiery Command Workstation for print needs.
- Coordinates with the Office Team for print and mailing jobs.
- Helps with printing and cutting of materials as needed.
- Maintains working relationship with print shops.
- Communicates properly with print shops about bleeds, paper type, Pantone colors, reader spreads, etc. for predictable and accurate marketing pieces.
- Obtains competitive quotes on printing projects.
- Orders publications or materials online or through local vendor.

Maintain Design Excellence

- Always aware of current design trends in both the secular world and church world.
- Adapts current design trends into something that is relevant for us.
- Is a continual learner, watches tutorials, and implements new techniques.
- Translates ideas and vision into great design that supports the overall objective of the graphic.
- Understands typography and how it works together.

Miscellaneous

- Serves at a middle management level, which demonstrates a high degree of loyalty to the Creative Director.
- Maintains a vital and growing personal walk with the Lord through committed Bible study, prayer, and meditation.
- Complies with expectations in the Employee Handbook.
- Fulfills the performance standards of the position and complies with policies, rules, and procedures of the church, including those communicated verbally or in writing.
- Performs other duties as assigned.

KNOWLEDGE, SKILLS & ABILITIES

Artistic Abilities: Shows skill and talent to create works of art through drawing, painting, etc.

Budget Management: Able to estimate expected income and expenses and develop a plan of operations based upon the estimate. Analyzes, organizes, and oversees costs and expenditures. Continually ensures minimal expenses. Analyzes monthly variances. Makes careful decisions regarding expenditures based upon budget. Keeps within budget.

Competitive: Likes to strive for supremacy in achieving areas of accountability. Ambitious. Constantly strives to do better.

Decision-Making Skills: Evaluates efforts of tasks, duties, projects, people and/or resources. Determines causes of events, passes judgment, and forms opinions. Decides and settles authoritatively any changes that need to be made. Makes up his or her mind about how to solve a problem. Does not allow self to be changed, altered, modified, or varied without good reason. Cautious. Uses good judgment to carefully make decisions. Makes sound judgments. Thinks clearly and logically. Sensible. Does not act too hastily or without due consideration. Is not impetuous or reckless, making rash decisions heedless of consequences.

Independent Learner: Able to think, act, and pursue his or her own studies without external support. Self-motivated.

Multi-tasker: Ability to balance and carry out multiple duties for multiple departments and events at the same time.

Sensitivity to Criticism: Is not excessively affected or easily offended by feeling insulted, upset, or slighted when work or ideas are assessed, corrected, criticized, or judged.

Stress Handler: Able to effectively handle and cope with situations involving pressures, demands, urgencies, and multiple simultaneous priorities. Does not become overwhelmed, irritable, lose confidence, or decrease productivity and efficiency.

Communication

Positive Attitude: Cheerful. Pleasant in behavior and manners. Has a sunny disposition and a good sense of humor. Smiles. Sees the bright side of things. Raises your spirits. Has an enthusiastic, lively, absorbing, keen interest in activities. Is eager to perform duties and optimistic about their outcome. Is not irritable, bad-tempered, overly critical, discontent, argumentative, complaining, or pessimistic.

Team Player: Is an active participant, fully engaged in the work of the team and across the organization as needed. Takes initiative to help make things happen and make the team successful with a can-do attitude. Openly and willingly shares information, knowledge, and experience to keep others in the loop, get the job done, and prevent surprises. Cooperates with others to solve problems. Willing to deal with all kinds of problems in a solutions-oriented manner. Consistently treats others with courtesy and respect.

Verbal Communication: Interchanges thoughts, information, and feelings in pleasant, courteous, respectful, and well-mannered way. Speaks up and expresses ideas clearly, honestly, and with respect for others.

Written Communication: Effectively interchanges thoughts, ideas, information, and opinions in writing. Utilizes proper vocabulary, grammar, and semantics.

Work Ethic

Commitment to Excellence: Strives to complete one's work in the best possible manner with the resources provided. Excellence is defined as being perceived and observed as performing in the highest quality manner possible in all areas of ministry. Having an unwavering commitment to doing things with the spirit of excellence.

Conscientious: Controlled by and does work according to a sense of what is right or wrong in his or her conduct or motives. Carefully and thoroughly does his or her job, being very particular. Does not neglect any aspect of his or her job or do things carelessly. Takes pride in work. Receives gratification from accomplishments. Strives for high quality. Interested in excellence. Answerable and accountable within his or her power of control of duties and obligations. Considers self responsible for fulfilling duties.

Dependable: Worthy of trust. Supervisors can consistently rely and count on him or her to get work done, do fair share, meet commitments, follow through on assignments, and deliver good performance all of the time.

Goal-Oriented: Directs efforts toward specific, measurable, attainable objectives with action plans and deadlines.

Growth-Oriented: Remains focused on improvement, betterment, development, enrichment, gain, headway, and progress in areas of accountability.

Integrity: Honorable in principles, intentions, and actions. Has a good reputation. Deserves unquestioning belief in his or her honesty and ability. Is unreserved in expressing himself or herself. Habitually tells the true and actual state of matters. Free from pretense and falseness. Candid. Direct. Frank. Straightforward. Credible. Scrupulous. Trustworthy. Not deceptive.

Loyal: Has a passionate focus on fulfilling the God-given vision of the Senior Pastor. Able to submit one's own decisions, thoughts, and ideas to those of the Senior Pastor above his or her own. Will do whatever is necessary to advance the vision of the Senior Pastor. Remains faithful to the organization, supervisor, and coworkers. Is devoted, reliable, dutiful, trustworthy, tried-and-true, unfailing, constant, steadfast, and stable. Coworkers and supervisor can depend confidently on him or her. Is highly likely to stay with the organization.

Problem-Solver: Obtains facts regarding problems, complications, dilemmas, and disputes. Clarifies and interprets information gathered. Determines, figures out, and gets to the bottom of the root causes. Sees problems as an opportunity to do something better. Deals with problems in solutions-oriented manner. Forms action plans, clears up, deals with, and effectively resolves the issues. Collaborates with others as needed. Brings difficulties to closure, conclusion, and resolution.

Punctual: Arrives on time or a little before the appointed time.

Self-Motivated: Has an inner urge that prompts him or her to action with a sense of purpose. Can rouse self to action and effort. Busy doing profitable tasks. Exhibits readiness. Eager. On his or her toes. Forces self to work when necessary. Strives vigorously towards objectives. Does not have to be prompted by others in order to accomplish objectives.

JOB REQUIREMENTS AND BENEFITS

Physical Effort

Constant (90-100% of the time): repetitive motion hand movement, holding, finger dexterity, visual inspection, reading, eye-hand coordination, hearing, sitting

Frequent (60-90% of the time): talking, standing

Occasional (30-60% of the time): writing, pushing/pulling, bending, squatting, reaching, walking, lifting 0-60 pounds, step stools

Rare (0-30% of the time): crawling, driving car/truck

Education & Experience Required

- Highly proficient in the following Adobe Creative Cloud programs: Photoshop, Illustrator, and InDesign
- Proficient or basic knowledge in Adobe Dreamweaver and HTML
- Successfully pass a background check

Benefits to Full-Time Employee

- Positive Working Environment
- Health care, Dental, Life Insurance, Vision & Disability Insurance (for individual only)
- Paid time off
- Church bookstore discount
- Café discounts
- Free Monday Night Bible School tuition

Ministry Requirements

- Must be a member of Victory Family Church.
- Must have a heart and passion for the vision of Pastor John and Michelle.
- Must be a tither to Victory Family Church according to Malachi 3:10.
- Must live a Spirit-filled life.
- Must lead or serve with humility, care, and connection.
- Must have a consistent and ongoing devotional life evidenced by tangible fruit as a product of your relationship with God.
- Must lead a moral lifestyle consistent with biblical principles.

Time Requirements

- 40 hours / week
- Basic schedule:
 - Monday through Friday from 8:00 a.m. – 4:30 p.m.

Victory Family Church reserves the right to change, rescind, add, or delete the duties and responsibilities within this job description at any time.