

Creative Director - Job Description

General Description

In support of the Executive Director of Operations, the Creative Director leads the creative direction of Lighthouse Church (LH). In this high-visibility position, the Creative Director will develop and champion the creative process and strategy from conceptualization to execution as he or she leads a growing team of creative professionals to produce all deliverables necessary to support the mission and vision of LH. As a “jack of all trades” creative, the Creative Director is a natural storyteller and strategic creative thinker with a variety of creative experience. He or she thrives in a fast-paced, ever-changing environment and is on mission to creatively tell the story of Jesus, communicating all He is doing in and through LH.

Essential Job Functions

1. In support of the EDO, provide direct oversight of the Creative Department, including the Creative Designer, Communications Director, and Photographer/Videographer; serve as subject matter expert on all creative work, including but not limited to graphic design, social media, photography, video, marketing communications, website, print media, digital media, stage design, and interior design.
2. Evaluate trends and keep up-to-date with the latest technologies, tools, marketing channels, and strategies.
3. Direct brainstorming meetings and creative sessions to develop concept pitches and creative content for sermon series, ministry initiatives, event and building decor, and other projects.
4. Collaborate and cooperate with the Project Director and relevant stakeholders to balance artistic vision with practical considerations, ensuring that project plans, scope, and objectives are met and that all deliverables are completed on time, on brand, and on/under budget.
5. Collaborate with the Project Director to ensure that all Creative Requests have been submitted according to established policy and procedure and that tasks are assigned and tracked efficiently via existing project request, management, and tracking tools. Partner with the Project Director to maintain and update forms and tools as needed.
6. Collaborate with the Production Director and Worship Pastor to create consistent, relevant, distraction-free environments for worship services, ministry gatherings, and special events.
7. Maintain and enforce the LH Brand Style Guide, ensuring all content is current and relevant and all branded materials are being used correctly.
8. In conjunction with the IT Director, oversee the design, aesthetics, and functionality of the website, maximizing effectiveness through clean design and concise copy.
9. Oversee all design elements related to the LH Merch Store; follow the latest fashion trends, recommending innovative new products and designs on an as needed basis.
10. In supervision of the Creative Staff, provide high-level oversight of their recruitment, training, and leading of volunteers to grow and perform in their creative function, including, but not limited to, graphic design, social media, photography, film, website, print and digital media, and stage/interior design.

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11. Assist in the development of the annual Creative and Communications budgets for the Department and manage spending to budget.
12. In collaboration with the Project Director, develop and maintain strong relationships with external vendors.
13. Perform other duties as assigned.

Education and Experience

The ideal candidate is an LH partner with a minimum of 6 years of creative direction experience in a church and/or business environment, including staff management experience. A degree in art, graphic design, marketing, or a related field is preferred, and expertise in Adobe Creative Cloud applications is preferred (a portfolio including examples of print and digital work must be submitted for review).

The successful individual possesses a strong creative vision with branding, concept and strategy development, and integrated marketing. He or she is a seasoned leader with exceptional attention to detail and strong communication skills who is comfortable collaborating across teams and ministries and is able to learn and adapt to new methods and technologies. He or she can meet tight deadlines in a fast-paced environment while leading a cross-functional team of creatives (staff and volunteers) and maximizing their talents.

Compensation

This is a full-time position (40 hours) compensated at a rate depending on experience.