

Creative Communications Coordinator – Job Description

General Description

In support of the Student Director, the Creative Communications Coordinator leads the creative direction of LH Students, including maintaining a relevant social media presence and overseeing church-wide and ministry specific communication. The Creative Communications Coordinator will champion the creative process from conceptualization to execution as he or she leads a growing team of creative leaders to produce all creative deliverables necessary to support the mission and vision of LH Students.

Essential Job Functions

1. In support of the Student Director, champion the implementation of the overall student ministry vision for the middle and high school students of Lighthouse Church.
2. In support of the Student Director, function as the leader and primary contact for all of LH Students' social media, overseeing all LH Students accounts; developing account-specific strategies and campaigns to build community and share stories of what Jesus is doing through the students at LH.
3. Capture the life that happens in the ministry of LH Students (Serve Days, Small Groups, and Student Gatherings), including photography, videos, etc.
4. Provide training and direct oversight on all LH Students creative needs; train and lead volunteers to grow and perform in their creative function, including but not limited to graphic design, photography, film, and social media management.
5. Develop a student creative team.
6. Build LH Students' engagement, both during "live" in-person gatherings and through social media channels.
7. Conduct regular analysis of implemented plans; provide updated recommendations to improve effectiveness of overarching communication strategy and its associated tactics.
8. Lead weekly creative meetings with the LH Students team to dream, develop, and pitch ideas related to assigned and potential projects; manage project timelines to ensure all deliverables are completed on time.
9. Build and maintain LH Students Brand Style Guide, ensuring all content is current and relevant.
10. In conjunction with the Central Arts Team, maintain brand integrity and communicate all creative needs.
11. Assist in the development of an annual budget for LH Students.
12. 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 2 year's experience of creative direction or design experience in a church and/or business environment. A bachelor's degree in a related field is preferred and expertise in Adobe Creative Cloud applications is required.

The successful individual possesses a strong creative vision with proven experience in branding, concept and strategy development, and integrated marketing. He or she has exceptional attention to detail, strong communications skills, and is comfortable collaborating

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across teams and ministries. He or she has the ability to meet tight deadlines in a fast-paced environment while leading a cross-functional team of creatives.

Compensation

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