

General Description

In support of the Executive Arts Director (EAD), 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 EAD, provide direct oversight of the Creative Department, including the Creative Project Manager, Communications Director, and Studio Manager; 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, keep up-to-date with the latest marketing channels and strategies.
3. Direct brainstorm meetings and creative sessions to develop concept pitches and creative content for sermon series, ministry initiatives, and other projects; collaborate with relevant stakeholders and ensure all deliverables are completed on time, on brand and on/under budget.
4. Collaborate with the Production Director and Worship Director to create consistent, relevant, distraction-free environments for worship services, ministry gatherings, and special events.
5. Maintain and enforce the LH Brand Style Guide, ensuring all content is current and relevant and all branded materials are being used correctly.
6. In conjunction with the IT Director, oversee the design, aesthetics, and functionality of the website, maximizing effectiveness through clean design and concise copy.
7. Oversee all design elements related to the LH Merch Store; follow the latest fashion trends, recommending innovative new products and designs on a quarterly basis.
8. Recruit, train and lead 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.
9. Assist in the development of an annual budget for the Creative Department and manage spending to budget.
10. Develop and maintain strong relationships with external vendors.
11. Perform other duties as assigned.

Education and Experience

Creative Director - Job Description

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

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, strong communication skills, and is comfortable collaborating 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 (staff and volunteers) and maximizing their talents.

Compensation

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