

**EASTRIDGE CHURCH
GRAPHIC DESIGN & MARKETING DIRECTOR
JOB DESCRIPTION**

REPORTS TO: Executive Assistant to the Lead Pastor directly, Lead Pastor ultimately.

WORKS WITH: Executive Assistant to the Lead Pastor, Executive Team, Pastoral team, office team, Eastridge Church congregation and the local community.

KEY ROLE:

The Graphic Design and Marketing Director serves a very important role in representing Eastridge Church to both the congregation and the community. This role serves as the chief graphic designer and primary architect for all communications at Eastridge Church. They work to amplify the mission of the church through excellent creative content. The Graphic Design and Marketing Director works with the creative team and builds volunteer teams. They will also ensure that all campuses and weekend services of Eastridge Church are resourced and stories of life-change are captured and shared.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Graphic design

- Design all graphics including sermon series, church events, Bible studies, Alpha, website, announcements, newspapers and magazines, direct mail, banners/signage, print brochures, posters, etc.
- Schedule, design, script and distribute/print Eastridge's weekly church-wide announcement channels (bulletin, announcements, emails).
- Update Connect Cards as needed and send to print.
- Recruit and provide guidance to volunteer and contracted graphic designers. Manage workflow, turnaround time, and the performance.

2. Brand Management

- Maintain high level of accuracy of use of the Eastridge style guide across all marketing elements.
- Work with each ministry to maintain accuracy to style guide.
- Provide regular updates to the style guide based on current trends and input from the executive and creative teams.
- Provide guidance to managers and ministry leaders on marketing best practices.

3. Planning and coordination of marketing and communication

- Lead the development of the strategic direction for all media and communications (includes design, content, infrastructure and delivery) for both all church events and individual ministries.
- Ensure marketing and advertising expenses are made in compliance with budget. Negotiate terms/costs. Obtain approval for large expenditures.
- Provide guidance to continue developing the "voice" of Eastridge across all communication methods.

4. Execution of marketing plans

- Responsible for implementing strategic marketing plans, providing content, and editing communications for a consistent experience across all channels.
- Deliver excellence in timeliness, accuracy, design, layout and ease of use for all marketing pieces.
- Work with the team to resource the campuses and weekend services with print pieces, media, signage, and other outward pieces of communication.
- Develop, implement and manage external communication efforts. Build and foster long-term working relationships with media, members of the community, public relations or community affairs offices of corporations.
- Proactively maintain and enhance Eastridge's online presence (website, mobile app, social media, search engines, etc.). Includes website pages, web and app calendar events, graphics, push notifications, engaging social media content, and new technology.
- Write and distribute press releases about key events.
- Lead a staff and volunteer team to capture still and video footage at all Eastridge events.
- Provide assistance, input and ideas for special events, projects, videos, etc.

5. Creative idea generation

- Attend and participate in weekly Creative Team meetings.
- Brainstorm ideas for upcoming events.
- Work with each ministry lead to come up with creative ways to promote events (internal and external).

QUALIFICATIONS:

- Experience in graphic design across multiple channels (print, digital, etc.)
- Strong written and verbal communication skills.
- Experience in marketing management and strategic planning, complemented with a proven track record in developing and administering marketing programs.
- Strong computer skills (Mac environment) in: Adobe Creative Suite, Microsoft Office programs, major social media platforms, knowledge of website development.
- Highly organized with detail and time management and leadership skills.

ESSENTIAL SKILLS REQUIRED FOR SUCCESS: The Graphic Design and Marketing Director must be a positive and hard working person. A heart to collaborate and the ability to work under tight deadlines are necessary. Personal integrity and holiness are part of the job. This is more than a work position it is a representation of the Lord and the ministry of Eastridge. The ability to hold confidential information is vital in this position. A "can do" spirit and a commitment to strong teamwork will open the path for great success.