



Position: Creative Content Coordinator

Reports to: Communications Director

Status: Part-time; non-exempt

Last Revised: January, 2023

Overview

Under the supervision of the Communications Director, the Creative Content Coordinator champions and executes the overall creative strategy of LifePoint Church. The Creative Content Coordinator also supports individual ministries to ensure best practices are used in achieving their design goals.

Key Responsibilities

Social Media

- Collaborate with Communications Team to develop a digital presence strategy and a consistent brand across all platforms
- Create, manage, and improve content for church-wide social media platforms using visuals and messaging consistent with LifePoint Church
- Collaborate with Communications Director to develop new marketing channels
- Oversee all social media channels associated with LifePoint Church (i.e., LifePoint accounts and ministry-specific groups or accounts) by monitoring content from the church channels and responses from the social media audience
- Implement LifePoint social media policies and strategies across all platforms

Graphic Design

- Collaborate with Communications Director to develop and implement a consistent visual brand across all media
- Create visual aspects of marketing materials, websites, and other media, such as:
 - Announcement slides
 - Lobby and other signage
 - Graphics for special services, events, or campaigns
 - T-shirts, lanyards, etc.
- Collaborate with ministry leaders to achieve their design goals
- Create sermon series graphics and slide packages
- Create logos and other icons, as needed and directed, for various ministries

Qualifications and Required Skills

- A heart for the local church, a growing relationship with Jesus Christ and a passion to help others find and follow Jesus
- 1-2 years' experience in graphic design and social media management
- Demonstrable competency in Adobe Creative Suite
- Knowledge of major social media channels such as Twitter, Facebook, Instagram, Planoly, etc.
- Proven ability to take projects from beginning to end
- Organized and able to manage multiple projects
- Action-oriented and displays focus, passion and initiative. Takes appropriate action when something needs to be done
- Organized, creative thinker and highly productive, working in a fast-paced environment
- Committed to improvement, seeks constructive criticism, understands strengths and weaknesses
- Excellent written and oral communication skills