



GRAPHIC DESIGNER

OBJECTIVE: To advance the mission of the church, the community center, and all supporting ministries through design work for print and digital needs of the Marketing and Communications (MarComm) Team.

EMPLOYMENT STANDARDS:

Education: Degree in Design, Media, Communications, or related field preferred

Experience: 2 years working in a design position

COMPENSATION/STATUS: Full-time, 45- 50 hours p/week, annual salary (commensurate with experience) Exempt status. Benefits include group health insurance and paid vacations. See Personnel Policies for details.

ROLE: The Graphic Designer position IS ...

- **DNA Carrier:** Completely embraces and contagiously communicates the mission, values, strategy, and impact measures of Valley Church.
- **Creative Artist:** Creates digital and print graphic content for sermon series, ministry promotion, events, website, social media, marketing pieces, etc.
- **Graphic Software Specialist:** Proficient in the Adobe Creative Suite.
- **Innovative Idea Generator:** Works with the MarComm Team to frequently brainstorm and develop ideas to continually improve how we communicate.
- **Copywriter:** Writes and edits a variety of marketing materials for distribution to an internal or external audience.
- **Organized and Efficient:** Able to work on multiple projects across ministries simultaneously.
- **Communications Expert:** Proficient in all forms of communication (social media, copywriting, web, print, email, etc.) to both church and community audiences. Able to understand communications strategy and use design to accomplish goals.

NOT: The Graphic Designer position is NOT ...

- **Every Team's Assistant:** Projects and workload come from the MarComm Department Director.
- **Sensitive to Design Critiques:** Able to adapt and change designs to better achieve the overall project goals while not taking design tweaks personally.

PERSONALLY: The Graphic Designer is ...

- **Innovator:** Constantly growing and developing in new skills and technology. Excited and prepared to try new things that may be outside the box. Not afraid to fail in order to learn.
- **Time manager:** Does not require external systems to prioritize; is intrinsically motivated.
- **Flexible:** Understands the complexity of working with a variety of staff and perspectives, and collaboratively works with patience, flexibility, and grace.



- **Humble:** Willing to take creative direction and apply edits as provided by leadership.
- **Disciple:** Fully devoted to following Jesus in everything he or she does.

JOB: The Graphic Designer is responsible for ...

- **Creating Visually Stunning Design:** Uses design skills to create beautiful pieces that inspire and motivate our audience. Combines strategy with creativity to accomplish our communications and ministry goals.
- **Leading and Educating:** Advocates for excellence across all designs used throughout the church. Helps ministry leaders through cutting-edge idea generation balanced with brand continuity. Pushes Valley Church forward visually in a way that makes us all better.
- **Producing Great Content:** Creates engaging visual content for social media and web, combining visual beauty with effective online communication.
- **Being Accessible:** Meets with various staff to discuss project needs and gain better understanding of the purpose and strategy of specific design projects.
- **Communicating:** Maintains an open line of communication with ministry leaders during projects and frequently dialogues with the leadership over Marketing, Communications, and Creative at Valley.

RELATIONSHIPS of the Graphic Designer include ...

Reports to	MarComm Department Director
Works closely with	MarComm Team and Ministry partners, as directed

SUCCESS of the Graphic Designer is defined by ...

- **Awesome design work:** Consistently producing high-level design pieces that propel Valley Church forward visually.
- **Digital engagement:** Our online audience is continually growing and engaged in community through our digital channels.
- **Positive team environment:** There is joy, enthusiasm, peace, and hope in environments he or she leads and serves.
- **Growth of design capacity:** We meet our design goals and regularly increase our efficiency.
- **Creative thinking:** Has a desire to bring new ideas and techniques to the communication process. Seeks to improve processes and skills through research and development.
- **Operational ease:** Assigned tasks and projects are finished in a timely and excellent manner while cultivating an enjoyable atmosphere. Able to work independently and with a team.
- **Valuing people:** The lead pastor, the staff, church attenders, and community people feel loved, respected, and honored in every interaction.