CITYLINE BIBLE CHURCH |Job Description

Title: Creative Director
Department: Operations
Reports to: Executive Business Pastor
Supervises: Volunteers and Contractors

Status: Full-Time, Exempt
Hours: 40 hours per week
Schedule: Sunday through Thursday

Position Overview:

The Creative Director is responsible for leading and executing the creative and communications functions of CityLine Bible Church. This is a hands-on position that combines graphic design, content creation, communications strategy, and project management.

The Creative Director will personally develop high-quality graphics, digital content, and other creative materials while overseeing how CityLine communicates across its various channels. This individual will work closely with pastors, ministry leaders, and staff to ensure communications are clear, consistent, timely, and aligned with the church's mission and priorities.

The ideal candidate is both a skilled creative professional and an organized communicator who can take projects from concept through completion. This role requires someone who enjoys creating, takes ownership of deliverables, and can balance daily production needs with longer-term creative and communications planning.

Key Responsibilities

In this role, you will be responsible for the following:

Graphic Design and Creative Production

- Personally design and produce graphics and visual materials for worship services, sermon series, ministry events, and churchwide initiatives.
- Create digital and print assets, including social media graphics, presentation slides, signage, promotional materials, and other communications.
- Develop and maintain a cohesive visual identity across CityLine's ministries, platforms, and physical environments.
- Create and maintain reusable design templates and brand standards to improve consistency and efficiency.
- Coordinate photography, video production, editing, and other multimedia projects, utilizing external resources when appropriate.
- Prepare production-ready files for digital publishing, printing, and presentation systems.
- Maintain organized libraries of graphics, photographs, videos, templates, and other creative assets.

- Stay current with design trends, creative technologies, and tools that can enhance the quality and efficiency of content production.

Communications Strategy and Execution

- Develop and execute a coordinated churchwide communications strategy.
- Oversee and directly contribute to weekly communications, including email newsletters, social media, website updates, announcements, and promotional materials.
- Develop and maintain a communications calendar that coordinates messaging across ministries and events.
- Write, edit, and refine content to ensure communications are clear, engaging, accurate, and consistent with CityLine's voice.
- Determine appropriate channels, timing, and formats for churchwide and ministry-specific communications.
- Ensure ministry information, service details, and upcoming opportunities are communicated effectively.
- Maintain quality control over outgoing communications, including messaging, design, accuracy, and consistency.
- Monitor engagement and performance metrics to identify opportunities for improvement.

Website and Digital Media Management

- Manage and update CityLine's website, ensuring information is current, accurate, and easy to navigate.
- Design and publish website graphics, event pages, ministry content, and other digital materials.
- Manage the church's social media accounts, including content creation, scheduling, and publishing.
- Produce and distribute weekly churchwide email communications.
- Ensure consistency in branding and messaging across digital platforms.
- Identify opportunities to improve CityLine's digital presence, engagement, and accessibility.

Worship Services and Special Events

- Design sermon series graphics, announcement slides, and other visual elements used during worship services.
- Collaborate with pastors and the Worship & Production team on videos, presentations, and other creative elements.
- Coordinate the development of promotional content for seasonal services, special events, ministry initiatives, and outreach activities.
- Order promotional materials/content and make sure they are received in time for upcoming events.

- Develop communication plans for major events, including advance promotion, registration information, reminders, and follow-up.
- Support the visual and creative needs of churchwide gatherings while collaborating with Worship & Production on technical execution.

Ministry Collaboration and Project Management

- Work with ministry leaders to understand their communication needs and develop appropriate creative solutions.
- Establish and maintain an organized process for requesting and prioritizing creative and communications work.
- Manage multiple projects simultaneously while meeting established deadlines.
- Proactively plan for recurring ministry events, seasonal initiatives, and churchwide campaigns.
- Communicate project expectations, timelines, and requirements to ministry stakeholders.
- Collaborate with outside vendors and contractors for specialized services, including video production and editing, when appropriate.
- Coordinate the review and approval of creative materials to ensure accuracy, consistency, and alignment with ministry objectives.
- Document all essential tasks, workflows, vendor contacts, and project details.

Volunteers and Creative Resources

- Recruit, train, and coordinate volunteers who can support photography, videography, design, and other creative needs.
- Provide clear direction and feedback to volunteers and outside creative contributors.
- Develop systems and templates that allow others to contribute while maintaining brand consistency.
- Manage creative tools, subscriptions, equipment, and assigned resources responsibly.
- Continuously identify ways to improve the efficiency, consistency, and effectiveness of creative production.

Key Competencies & Behaviors Desired

- Have a personal and growing relationship with Jesus Christ and is a CityLine Bible Church member.
- Ability to share the Gospel and explain what CityLine Bible Church believes.
- Ability to pray with other employees, guests, and members of the church.
- Be an active, engaged, and accountable member of a small group.
- Communicates in a manner that gains the trust and support of others at all levels.
- Works effectively with others despite differences of opinion and style; builds alliances.
- Strives for collaboration. Works cooperatively as a positive contributor to the team.
- Demonstrates a positive attitude and shows kindness in all workplace interactions.
- Makes decisions appropriate for the level of responsibility.

- Can effectively adapt to change; can shift gears comfortably; is flexible, and embraces change with a “can-do” attitude.
- Is self-aware; knows personal strengths and weaknesses; seeks feedback and is open to negative feedback as an opportunity for improvement.
- Works well under pressure; can be counted on to hold things together during tough times; can handle stress; is not knocked off balance by the unexpected; is a settling influence during a crisis.
- Recognizes problems, constructively identifies and articulates solutions.
- Follows safety guidelines to ensure a safe working environment and consistently demonstrates safe work behaviors.

Qualifications

Our ideal candidate will have the following:

- Demonstrated professional experience in graphic design, visual communications, marketing, or related creative work.
- Strong portfolio showing original graphic design work across digital and print formats.
- Proficiency with professional graphic design and content creation software.
- Ability to independently conceptualize, design, revise, and deliver polished creative materials without relying on outside designers.
- Strong understanding of typography, layout, color, visual hierarchy, and brand consistency.
- Experience creating content for social media, websites, presentations, and email communications.
- Strong written communication, editing, and proofreading skills.
- Excellent organizational skills and ability to manage multiple projects and deadlines.
- Ability to work independently while collaborating effectively with ministry leaders and staff.
- Commitment to CityLine’s mission, values, and statement of faith.

Physical Demands:

Standing, walking, lifting, carrying, and reaching are performed on a frequent to constant basis. Bending, pushing, pulling, climbing, kneeling, and twisting are performed on an occasional to frequent basis. Ability to lift, carry, pull, or push 50 pounds.