



CREATIVE DIRECTOR

Reports to: Lead Pastor

Term: Ongoing, full-time

Job Summary

You play a vital role in our mission of joining God in restoring all things by ensuring excellence in our creative, digital, and communication channels at Town + Field Church. Your role is best accomplished by empowering others within the church to perform these tasks rather than doing them yourself.

Key Job Functions and Responsibilities

- 1. Team Leader** - You lead the following teams by providing meaningful discipleship, creative direction, administrative execution, and oversight toward excellence in their roles:
 - a. Communications:
 - i. Website and mobile app - Vision, design, content creation, maintenance, etc.
 - ii. Social media - Regular content creation and coordination
 - iii. Photography - Build a database of church photos
 - iv. Church-wide communication content via email or mail
 - v. Maintain consistent brand standards (visual and verbal)
 - b. Design:
 - i. Digital (e.g., sermon series artwork, PSAs, social media content, etc.)
 - ii. Print (invitations, signs, posters, banners, booklets, etc.)
 - iii. Environment
 - iv. Set design
 - c. Video:
 - i. Weekly service video production (filming, editing, delivery, production)
 - ii. Other video content (social media, sermon bumpers, promos, etc.)
 - iii. Livestream experiences
 - d. Music:
 - i. Strategic implementation and planning of music
 - ii. Music leaders and volunteers
 - iii. Media and tech volunteers
- 2. Weekly Service Production**
 - a. In partnership with the Lead Pastor, you will create, envision, and coordinate Sunday morning experiences
 - b. Primarily responsible for the execution of the strategic plan and vision for weekly church-wide services

3. Storytelling

- a. Ensure that the online/digital aspects of Town + Field tell a consistent, congruent, and meaningful story that offers a true representation of the mission of the church

4. Leadership Development

- a. Identify, recruit, and train leaders and volunteers for the musical, creative, production, and communication areas of ministry
- b. Build and develop new teams in current areas of weakness
- c. Create alignment of vision and values among teams
- d. In all areas, prioritize discipleship of leaders and volunteers as the primary source of their development

5. Strategic Leadership

- a. Collaborate with the staff team on overall vision, strategy, and budgeting
- b. Develop goals, strategic priorities, and plans for areas of responsibility
- c. Excel in developing and empowering leaders
- d. Create and manage the annual budget for all ministries under oversight

Skills and Experience

1. Knowledge, Skills, and Abilities

- a. While each applicant might have greater strengths in particular areas than others, the following are several of the preferred areas of expertise that you might possess. These qualities are assets but are not all required in order to fulfill the position:
 - i. Digital design software (e.g., Adobe Creative Suite)
 - ii. Photography, videography, lighting, etc.
 - iii. Video editing (e.g., Adobe Premiere Pro)
 - iv. Social media platforms (Facebook, Instagram, YouTube, etc.)
 - v. Strong writing, grammar, punctuation, and proofreading skills
 - vi. Website development/editing (currently using SnapPages)
 - vii. Musical + technical ability
 - viii. Project management skills and familiarity with user friendly project management and collaboration tools
- b. Strong ability to recruit and lead people

2. Personal Characteristics

- a. Has a mature and growing relationship with Jesus
- b. Thorough and expanding understanding of Scripture
- c. Passionate about the discipleship of others
- d. Complete buy-in to the vision and mission of Town + Field Church
- e. Leader of leaders – you win by recruiting, training, and empowering others to take on significant leadership roles
- f. Ability to be organized, plan ahead, and manage time, tasks, and volunteers effectively
- g. Ability to empower and train volunteers
- h. Self-starter, resourceful and creative