



JOB DESCRIPTION: Visual Arts Director

Reports To: Executive Pastor
Classification: Exempt, Full Time

PRIMARY PURPOSE: The role of the Visual Arts Director is to support VCC's mission and vision by helping cultivate a welcoming, engaging, accessible, beautiful, and inviting environment on VCC's campus and throughout all levels of VCC's print and digital presence.

PRIMARY JOB RESPONSIBILITIES:

Include overseeing & participating in the following:

- **Design and deliver graphics and print media that welcome and engage the church and city**
 - Responsible for the graphic quality of all printed, electronic and digital communications for all VCC ministries including but not limited to, sermon series graphics, sermon & teaching presentations, books, postcards, banners, etc.
 - Developing sermon series design packages which include: series design, bumper video outline and concept, stage design plan, and other supporting multi-media elements.
 - Production of VCC printed materials (bulletins, The Weekly, books, postcards, etc.).
 - Creation of templates and guidelines for various ministries to create their own supporting graphics as needed.

- **Oversee and manage VCC's online web presence and social media in alignment with its mission and values**
 - Developing the design, content creation, and managing the updates for the main VCC website and supported ministries websites.
 - Manage social media strategy, planning and implementation.

- **Design and implement worship environment and service aesthetics in support of sermon series and season**
 - Crafting sanctuary/foyer design plans to integrate with and augment sermon series/season
 - Work with Technical Director and Worship Pastor for design and implementation
 - Work with deacons and volunteers on implementation.
 - Review design and implementation plans with Facilities manager.

- **Develop and execute marketing strategies and communications aligned with VCC's branding and mission**
 - Developing digital media and marketing strategies
 - Creating copy and content to support marketing strategies.
 - Creating a variety of accessible marketing tools for the VCC lead team and ministry leads including but not limited to, social media graphics, advertising plans, & email campaigns.
 - Establishing and maintaining quality standards for branding and all church communication including weekly bulletin, church-wide emails, Sunday slides, etc.

- **Provide project management for major events and projects**
 - Scheduling and managing for major projects including teaching series, books, websites, and special services.

- **Cultivate, lead, and manage a team of communications ministry volunteers (writers, photographers, designers, artists, etc.).**



Key Qualifications:

- A love for Jesus
- Ability to be a fully engaged member of VCC and an advocate for cultivating a culture of apprenticeship
- Hungry to learn—committed to improvement, seeks constructive criticism, understands strengths and weaknesses
- Values collaboration, embraces flexibility, and exhibits a joyful attitude
- Ability to work well independently, including organizing, prioritizing, and scheduling work assignments, and as a member of a team
- Strong portfolio that shows a variety of projects, containing both print and web design projects
- Fluent in Adobe Creative Suite including Photoshop, InDesign, Illustrator, Premier Pro, After Effects or Final Cut
- Keen eye for typography, color, and layout design
- Proficient in web-based technologies including Word Press, HTML code, Dreamweaver, Java script and/or similar graphic software
- Experience producing and editing videos, large-scale web sites, e-marketing, and advertising.
- Experience in brand development and management
- Excellent verbal and written communication skills
- Strong project management skills
- Must possess a thorough understanding of interactive communications and delivery systems, processes, and user interface design as well as industry best- practices
- Education and training in related field or equivalent visual design experience

****Candidates must provide portfolio of past work with specific details about your contributions.***