



# HILL COUNTRY

## BIBLE CHURCH

### **JOB DESCRIPTION**

Job Classification: Non-Exempt; Full Time

### **GRAPHIC DESIGNER**

Date: March 2021

#### **OUTCOMES AND RESULTS – SUCCESS IN THIS POSITION WILL RESULT IN:**

1. Compelling design and photography are created and delivered to effectively connect, inspire and engage target audience, congregation, and community. There is consistency in deliverables to communicate the brand, mission, and vision of Hill Country Bible Church
2. Deadlines are met with fresh and creative concepts and final work; clear project communication throughout the process ensures collaboration, feedback and quality design
3. The church, its locations, and its ministries are resourced well with graphic designs that reflect one church in multiple locations. There is a steady stream of high-impact, professional-grade designs
4. Effective recruiting, training and development of designers and photographers that builds a culture of collaboration and volunteer leader empowerment

#### **MAJOR RESPONSIBILITIES AND ACTIVITIES:**

1. Coordinates, matures, reimagines, and implements the branding and design of Hill Country and its ministries and initiatives, including message series, website, event promotions, and environmental designs
2. Provides graphic design for digital and print including mailers, bulletins, brochures, websites, social media channels, Sunday morning multi-media, and other projects
3. Captures and delivers on brand and compelling photography for ministries, events and promotions for all channels. This may include capturing photos for events during the week with some evening and weekends.
4. Creates and manages graphics and imagery for all Hill Country social media, including primary accounts for all locations
5. Works with the Digital Communication Specialist to assist in scheduling social media, keeping channels fresh with up-to-date and effective content, collaborating with communications team to help increase impact of organization social media efforts
6. Engage in ongoing design work and creative brainstorming with Communications Team as it relates to church-wide ministries (Events, Worship, Small Groups, Children's, Students, etc.) as well as the Executive Team (sermon and other support) and other projects that emerge throughout the year.
7. Provide guidance to ministries on most effective communication methods within the fields of graphic design and applications.
8. Lead large projects requiring design and related deliverables as needed throughout the ministry year.
9. Work with the Communications Project Manager to schedule all workflow for major initiatives, special events and design projects for each fiscal year
10. Recruits, trains and coordinates with volunteer and freelance photographers and designers as appropriate for projects; helps people take next steps in greater ownership as servant leaders
11. Serve as an active member of our staff team and church family; engage in church-wide initiatives, participate in worship and serving opportunities for our church and community.
12. Understands, engages and personally owns Church Goals: Fully Formed Followers (makes disciples who make disciples), Gospel Saturation (personal evangelism with a BLESS approach), Leadership Development (identifies, equips, empowers and unleashes leaders).

#### **REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:**

1. Proficient knowledge of Adobe Creative Suite including, Photoshop, Illustrator, InDesign and of Microsoft Office or similar programs. 4+ years
2. College degree in a relevant field or extensive professional experience; must have a strong design portfolio of both print, web and social
3. Proficient in designing for print and digital medias from start to final product. 4+ years

4. Experience and passion about photography for digital and print medias
5. Ability to problem solve and bring clarity to complex or unclear requests or initiatives
6. Knowledge of current design trends and practices with a passion for continued learning and development
7. Available to work on Sundays, holidays, and evenings as needed
8. Sees themselves as an owner of the mission, vision, values and pathway of Hill Country Bible Church
9. Theologically aligns with the core beliefs of HCBC; becomes a church member within 3 months of hire

**CULTURE AND CLIMATE:**

1. Position reports to the Director of Communications as part of the Communications Team
2. Staff culture is goal-oriented, collaborative, with accountability, priority of personal evangelism
3. Core Values: Responding to God's Word, Engaging Generations, Celebrating Life Change, Thinking Beyond Ourselves