



HILL COUNTRY

BIBLE CHURCH

JOB DESCRIPTION

Job Classification: Non-Exempt; Full Time

LEAD GRAPHIC DESIGNER

Date: March 2020

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

1. Compelling & inspiring design and photography are created and delivered - effectively communicating to target audience and consistent with brand, mission, and vision of Hill Country Bible Church.
2. Deadlines, with clear project communication, offering fresh creativity in concepts and final work, are consistently met.
3. The church, its campuses, and its ministries are resourced well with graphic design support. There is a steady stream of high-impact, professional-grade designs.
4. All designs engage target audiences and align with the goals, mission, and brand of Hill Country.
5. Effective recruiting, training and development of designers and photographers building a culture of collaboration and volunteer leadership

MAJOR RESPONSIBILITIES AND ACTIVITIES:

1. Coordinates, matures, reimagines, and implements the branding and design of Hill Country and its ministries and initiatives, including 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 four campuses
5. Assists 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 Coordinator and Communications Specialist to schedule all workflow for major initiatives, special events and design projects for each fiscal year
10. Coordinates with volunteer and freelance photographers and designers as appropriate for projects
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/intentional passion and life-patterns for sharing the gospel), Leadership Development (identifies, equips, empowers and unleashes leaders), and Growth and Impact.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

1. Proficient working knowledge of Adobe Creative Suite including, Photoshop, Illustrator, InDesign and Microsoft Office or similar programs. 5+ years
2. Proficient in designing for print and digital medias from start to final product. 5+ years
3. Proficient and passionate about photography for digital and print medias
4. Ability to problem solve and bring clarity to complex or unclear requests or initiatives
5. Knowledge of current design trends and practices with a passion for continued learning and development
6. College degree in a relevant field; must have a strong design portfolio of both print, web and social
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 and becomes a church member within 3 months of hire (if not already a member)

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