

LAKE GROVE PRESBYTERIAN CHURCH JOB DESCRIPTION

TITLE: Graphics and Digital Media Specialist

CLASSIFICATION: Part Time, non-exempt (Up to 20 hours per week)

POSITION SUMMARY: In coordination with the Director of Communications, this position is primarily responsible for design and production graphic design materials, assisting in brand management, managing print projects with vendors, website design and updating, and assisting other internal departments, and regularly updating website content.

RESPONSIBILITIES:

- Collaborate with the Director of Communications to ensuring that all design projects meet Lake Grove Presbyterian Church's (LGPC) brand requirements and standards.
- Collaborate with all LGPC departments in the ongoing development of graphics and design for all communications and marketing materials that promote the ministry, programs and events.
- Ensure the quality, accuracy and consistency of messaging for all LGPC marketing and communications materials.
- Under the direction of the Director of Communications create, support and maintain website media content.
- Under the direction of the Director of Communications and in consultation with LGPC program directors create, or assist in the creation, of LGPC online presence
- Manage production of all print projects, seeking competitive bids, if necessary, to ensure cost effectiveness and ability to meet all necessary deadlines. Includes project intake, establishing a production timeline, identifying budget, and coordination of printing and delivery of materials.
- Establish and maintain vendor relationships for various printed materials.
- Maintain print and content production calendar as necessary. Create and design various promotional print and web-based marketing and communications materials including, but not limited to: posters, outreach flyers, postcards, fact sheets, and brochures. Create and design various administrative materials including signage, annual report, business cards, envelopes, note cards and letterhead.
- Development and production of email campaign templates and graphics, including all-church emails and mission newsletters.
- Support church and program presentations with graphic creation including PowerPoint (or similar) slideshow decks, pitch boards, and RFP production

- Branding collateral and digital asset tracking for technology systems including portal websites
- Maintain organized portfolio of all designed assets
- Support photography production with occasional photo editing, as needed
- Collaborate with internal and external teams to solve problems surrounding design concepts and user experience
- Maintain understanding of new technology and best-case practices in graphic design, web design, user experience, and related applications
- Work on special projects, initiatives, promotions, and other programs as needed at the direction of the Director of Communications.
- Other duties as assigned

EDUCATION & PROFESSIONAL QUALIFICATIONS:

- A minimum of two years of relevant graphics and web design experience.
- Takes pride in delivering premium work and has a high attention to detail

PERSONAL SKILLS AND QUALIFICATIONS:

- Proficient in MS Office applications including Word, Excel, PowerPoint or Apple equivalent applications including Keynote, Numbers and Pages
- Proficient with Adobe Creative Cloud Software: Photoshop, InDesign, Illustrator, Premiere Pro, After Effects or other equivalent software
- Ability to design and produce to both digital and print specs
- Experience in front-end web development and user experience
- Ability to successfully implement branding concepts and strategy through design
- Ability to manage project schedules and resources and to work effectively under multiple projects and time-sensitive deadlines is essential
- Flexible and adaptive, able to conceptualize graphic and web design with minimal guidance
- Strong communications skills, both verbal and written, ability to meet timelines, ability to work collaboratively across departmental lines, self-motivated, strong team player
- Must be willing to work on a variety of projects which vary in length, including short, quick turnaround projects (which take a few hours) to projects that take several months to complete.

PHYSICAL REQUIREMENTS:

The conditions listed are representative of those that must be met by a team member to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

- Environment: Standard office setting, however environment may change with specific needs of projects.
- Physical: Sufficient physical ability to work in an office setting and operate office equipment. Team members will be able to sit for extended periods of time. Shift work can exceed 12 hours at a stretch with limited break times. Team member will be able to stand for long periods of time filming services and events. Team members will continuously be performing hand and wrist work including grasping. Team member may periodically be asked to lift items up to 50 pounds.
- Vision: See in the normal visual range with or without correction, vision sufficient to read computer screens and printed documents.
- Hearing: Hear in the normal audio range with or without correction.

ACCOUNTABILITY: This position reports to the Director of Communications. This is a 20-hour position with the expectation that the work will occur Monday through Friday. Weekend work may occur on occasion. Hours can vary with the agreement of the employee and with supervisory approval.

RELATIONSHIPS: Collaborates with all program staff, pastors, elders, trustees and support staff.