



JOB DESCRIPTION

Creative Director

ROLE

The role of the Creative Director is to produce and coordinate our church wide visual presence ensuring our branding is relevant and consistent across all media with accessibility to the unchurched always in mind.

RESPONSIBILITIES

The Creative Director will be responsible for the following:

1. Maintaining & updating the style guide across Auckland Ev.
2. Monitoring all visual design across Auckland Ev to ensure our message and style stays focused and consistent with Auckland Ev's vision, values, and style.
3. Leading, training and overseeing the creative direction of the:

Design Team

Web Team

Photography Team

Video Team

Kid's Talk Production Team

Set Design Team

Social Media Team

Copywriting Team

ensuring members of those teams use the creativity God has given them for the spread of the Kingdom.

4. Serving as a creative consultant to our Team Leaders across the church to help identify and hone our visual design and marketing strategies.
5. Proactively identifying visual design issues, propose solutions and work to implement them.

REQUIREMENTS

1. Be a member of Auckland Ev.
2. Be involved and regularly attending a Connect Group.
3. Has initiative and able to support others in the promotion of their ministries.
4. Excellent written and verbal communication skills.
5. Excellent creative skills in ideally in the following areas: photography, videography, editing, design, web, print, and social media.
6. Strong organisational skills but flexible when required.
7. Takes initiative and proactive in seeking solutions to problems.
8. Proficient at MS Office, Google Suite, and Adobe Creative Cloud.
9. Desires to see the church communicate visually in a way that draws people to Jesus and builds them up for His glory! (i.e. no naff design)

EXPERIENCE/QUALIFICATIONS

1. Proven experience in visual communication or audiovisual industries is required.
2. NCEA level 3 qualification is required; additional tertiary qualification in communications and/or audiovisual fields is preferred.

LEADERSHIP STRUCTURE

Reports to the Communications Director.

HOURS REQUIRED

This role is a paid position 25-30 Hours a week.

If the applicant has high administrative abilities and experience in managing people and teams, there is a possibility of another 10hrs a week in the Communications Director role.