



SOUTHGATE CHURCH

Communications & Graphics Designer

The Communications Graphic Designer serves a very important role in representing Southgate Church to both the congregation and the community. This role serves as the chief graphic designer and primary architect for all communications at Southgate Church. They work to amplify the mission and vision of the church through excellent creative content.

Knowledge & Skills:

- Experience in graphic design across multiple channels (print, digital, etc.)
- Strong written and verbal communication skills.
- Experience in marketing management and strategic planning, complemented with a proven track record in developing and administering marketing programs.
- Strong computer skills (Mac environment) in: Adobe Creative Suite, Microsoft Office programs, major social media platforms, knowledge of website development.
- Highly organized with detail and time management and leadership skills.

Responsibilities:

- Graphic Design
 - Design all graphics, including sermon series, promotional slides, worship slides, church events, Bible studies, Alpha, website, announcements, newspapers and magazines, direct mail, banners/signage, print brochures, posters, social media, etc., as pertaining to all ministries. Represents and implements the church vision under the direction of the Lead Pastor and Elders
 - Schedule, design, script and distribute/print Southgate's weekly church-wide announcement channels (social media, announcements, emails, etc.).
 - Recruit and provide guidance to volunteer and contracted graphic designers. Manage workflow, turnaround time, and the performance
 - Create Unique Stage Designs for Christmas, Easter, Conferences, Summer, etc.
- Brand Management
 - Maintain high level of accuracy of use of the Southgate's style guide across all marketing elements.
 - Work with each ministry to maintain accuracy to style guide.
 - Provide regular updates to the style guide based on current trends and input from the elders and lead team.
 - Provide guidance to staff and ministry leaders on marketing best practices.
- Planning and coordination of marketing and communication
 - Lead the development of the strategic direction for all media and communications (includes design, content, infrastructure and delivery) for both all church events and individual ministries.



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- Provide guidance to continue developing the “voice” of Southgate across all communication methods.
- Ensure marketing and advertising expenses are made in compliance with budget. Negotiate terms/costs. Obtain approval for large expenditures.
- Coordinate with in house printing on best and most cost effective way to create print material Coordinate with out of house printer for quotes, etc.
- Execution of marketing plans
 - Responsible for implementing strategic marketing plans, providing content, and editing communications for a consistent experience across all channels
 - Deliver excellence in timeliness, accuracy, design, layout and ease of use for all marketing pieces.
 - Work with the team to resource ministries and weekend services with print pieces, media, signage, and other outward pieces of communication.
 - Develop, implement and manage external communication efforts. Build and foster long-term working relationships with media, members of the community, public relations or community affairs offices of corporations.
- Video and Website Oversight
 - Proactively maintain and enhance Southgate’s online presence (website, social media, search engines, etc.). Includes website pages, graphics, engaging social media content, and new technology.
 - Oversee a staff and volunteer team to capture still and video footage at all Southgate events
 - Oversight of weekly Church News and periodic update videos
 - Provide assistance, input and ideas for special events, projects, videos, etc.
 - Monitor Southgate’s communications via social media streams and respond to comments and inquiries in a timely manner.
- Creative idea generation
 - Attend and participate in weekly/bi-weekly staff/ministry meetings
 - Brainstorm ideas for upcoming events
 - Work with each ministry lead to come up with creative ways to promote events (internal and external)

Essential Skills Required for Success:

The Communications and Graphic Designer must be a positive, collaborative, hard-working individual, able to work under tight deadlines. This is more than a work position it is a representation of the Lord and the ministry of Southgate Church. The ability to hold confidential information is vital in this position.