



### **Position Profile**

Title: Art Director

Reports To: Drew Powell, Creative Arts Pastor

### **Purpose**

To oversee and curate the visual art and media of Cross Point Church, including but not limited to graphic design and video. The Art Director is responsible for the look and feel of creative content, branding, and collateral. This job includes leading the media team in direction and philosophy as well as serving on the Creative Leadership Team.

### **Requirements/Skills/Abilities**

- Experienced at coaching/developing other leaders and building volunteer teams
- A team player capable of fostering relational influence
- Strong in executing events and strategies with attention to detail
- Maintain grace and poise under pressure
- Humble and honest leader with a servant's heart
- Ability to juggle multiple tasks and priorities successfully without becoming frustrated or irritable
- Teachable
- Committed to embody and champion the vision of Cross Point and the Cross Point staff values
- Able to speak the language of creative, inspiring them to action
- Rally a team around a unified vision
- Be highly creative
- Be highly motivated and able to produce quality content on an aggressive timeline

### **Responsibilities**

- Collaboration with Communications Director on producing assets for promotion and digital media
- Working on designs to produce an effective advertising campaign
- Pulling inspiration for art direction
- Commissioning specialists, such as artists and photographers, to work on projects
- Managing projects and working within a strict budget
- Editing the final results for presentation
- Work with the media team to create original graphic content for the company's website, social media pages and other marketing materials
- Communicate with Creative Arts Pastor to develop an aesthetic and brand that reflects Cross Points core values and ideals
- Delegate projects to our in-house team of production designers
- Review graphic materials to assess their validity and appropriateness for our brand
- Maintain graphic consistency across all deliverables
- Develop artistic concepts with art team
- Have a thorough understanding of photography, design, typography, and film
- Excellent computer skills in relevant art and design software package
- Have a good eye for detail
- Able to see other people's point of view and cope with criticism