

Position Profile

Art Director

Reports to: Marketing Director

Direct Reports: Film Director & Graphics Director

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 and maintaining the Cross Point brand. This job includes leading the media team in direction and philosophy, in collaboration with the Communications Director, Online Creative Director & Story Producer.

Experience:

- 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, being a humble and honest leader with a servant's heart
- Ability to juggle multiple tasks and priorities successfully without becoming frustrated or irritable
- Committed to embody and champion the vision of Cross Point and the Cross Point staff values
- Rally a team around a unified vision, able to speak the language of creative, inspiring them to action
- Be highly creative, highly motivated and able to produce quality content on an aggressive timeline

Responsibilities:

- Provide inspiration and drive innovation in all visuals and planning
- Develop an aesthetic and brand that reflects Cross Points core values and ideals
- Setting vision and expectations for visuals across (but not limited to) graphics and video
- Collaborate with and contribute to the Creative Team with planning and brainstorming process
- Commission specialists, such as artists and photographers as required
- Work with team to create original content for the company's website, social media pages and other marketing materials
- A keen eye for detail; reviewing and maintain standards for our brand whilst seeing other's view and coping with criticism
- Deep understanding of photography, design, typography, and film
- Excellent computer skills in relevant art, design & video software packages

Additional:

- Able to thrive in fast-paced environment

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- Proficient in organizing multiple, ongoing projects
- Accurate in coordinating key resources (time, money, people)
- Capable of delegating tasks to both volunteer and contract team members
- Ongoing knowledge of latest creative trends & ideas