Job Title: Senior Graphic and Multimedia Designer
Reports To: Communications Director
Position Status: Full-time – 40 hours/week

Summary of Position

The Senior Graphic and Multimedia Designer role at Mercy Hill entails crafting visually captivating and compelling content across diverse platforms. This position involves ensuring consistent adherence to brand standards across ministries, events, and communication materials. The successful candidate will also collaborate with vendors and freelancers to ensure project timelines are met along with high quality design standards. Proficiency in various multimedia aspects, including design, layout, video, and motion graphics, is essential. The role will require close collaboration with the Communications Director, the Creative Team, and the Creative Volunteer Team in supporting the multimedia needs of a dynamic multi-site church.

Conditions of Employment: Character, Culture, Competencies

Performance Evaluation - It is understood that the performance for this job will be primarily measured and evaluated by the Character, Culture, and Competency standards laid out in this job description.

CHARACTER:

1. Affirms Mercy Hill Church's Articles of Faith (which are the Baptist Faith and Message 2000).
2. Affirms Mercy Hill's Church Covenant for Covenant Members.
3. Models the biblical standard of personal conduct and lifestyle that is expected of all covenant members.
4. Fully participates in the life of Mercy Hill Church as an active covenant member.

CULTURE:

Staff Distinctives
1. We think deeply.
2. We are a hungry staff.
3. We are white hot worshippers.
4. We are fun to be around.
5. We are data driven people.
6. We are going to focus what is primary.
7. We build teams.
8. We see an extreme value in the weekend gathering - disciples are made in rows and circles.
9. We are a pragmatic bunch of people.
10. We have courageous faith.

COMPETENCIES:

Job Competencies
1. Proficiency in all aspects of multimedia production, including graphic design, video editing, motion graphics, and other relevant skills.
2. Provide creative leadership to the Creative Team.
3. Ability to uphold and enforce brand standards consistently across different projects, ministries, and events while ensuring the highest standards of design quality and accuracy.
4. Bring innovative and cutting-edge design solutions to the table while staying updated on design trends and industry best practices.
5. Effective communication, openness to feedback, and the ability to leverage collective creativity for the most impactful multimedia outcomes.

Duties and Responsibilities

1. **Graphic Design**
   - Create visually appealing and on-brand graphics and media for both print and web deliverables, including but not limited to booklets, promo materials, social media web graphics, etc.
   - Ability to create art from ideation to completion.
   - Collaborate with the Creative Team to conceptualize and design assets that effectively communicate key messages and enhance brand presence.
   - Work with third-party vendors to upload, order, and maintain quality control over various deliverables.

2. **Motion Graphics**
   - Develop eye-catching motion graphics and animations for use in various video media and social media platforms.
   - Stay updated on industry trends and implement cutting-edge motion design techniques to elevate our visual storytelling.

3. **Web Design**
   - Design and maintain visually appealing and user-friendly websites that align with the organization's brand and objectives.
   - Build pages, blog posts through the Wordpress platform.
   - Periodically update pages and media to continually keep engaging content live.
   - Collaborate with others on the Creative Team to ensure seamless integration of design elements and optimal user experience.

4. **Video Production**
   - Aid in conceptualizing, scripting, and producing engaging video content for promotional campaigns, events, social media, and other organizational initiatives.
   - Edit and enhance video footage, incorporating motion graphics and visual effects to create compelling narratives.

Job Requirements

Previous Experience & Credentials:

- Associates/bachelor's degree in graphic design, Multimedia Arts, or a related field preferred but not required. A strong portfolio is required, however.
- Proven experience leading in a graphic design or similar role.
- Proficiency in graphic design tools such as Adobe Creative Suite (Photoshop, Illustrator, Premiere, InDesign), and expertise in motion graphics software (After Effects, etc.)
- Strong portfolio showcasing a variety of print and web design projects, motion graphics, web design, and video production.
- Photography knowledge and skills preferred but not required.
- Experience with web design platforms (WordPress, etc.) and video editing software.
- Excellent creativity, attention to detail, and the ability to work collaboratively in a fast-paced environment.
- Strong communication skills and the ability to translate concepts into visually appealing content.

Office Hours and Work Schedule

1. Office Hours: 5 days per week (Monday, Tuesday, Wednesday, Thursday, and Sunday) or as assigned by supervisor.
2. Holidays: All staff-wide holidays as outlined in the Staff Handbook.
3. Time Off: Consult Mercy Hill Handbook for time off policy.

Organizational Relationship

Communications Director – **Primary**

Executive Pastor of Worship Services – **Secondary**

This job description is subject to change at any time.

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[Your Name], [Senior Graphic and Multimedia Designer]   Date

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Nate Smith, Communications Director   Date