

COMMUNICATIONS – CONTENT DESIGNER

(Full-time, exempt)

Reports to: Marketing Manager

Works with: Creative Arts Department and Chapel Support Staff

Direct Reports: None

Description

You will be responsible for the creation of public content to be used on a variety of platforms (digital, print, environmental, etc.). In this dynamic position, you can expect to be working on several projects at once and be an active part of a creative team. You will need the ability to effectively develop and pitch ideas, offer creative solutions to problems and think of innovative ways to reach a desired audience. This position will work closely with the greater creative team for branding and other marketing strategies.

Characteristics

This person must have a servant's heart. Must work well with a variety of personalities and be self-motivated. The ideal candidate will think out-of-the-box and enjoy cultivating new, creative ideas. This person must have the ability to be flexible in an environment where there may be frequent changes.

Spiritual Requirements

- A humble, joy-filled follower of Christ, submissive to His Word
- Regular attender and member of The Chapel in Akron upon employment
- Must maintain high-level integrity and character
- Must agree to The Chapel's doctrinal statement

Responsibilities

Graphic Design:

- Graphic design activities including desktop publishing and layout, production, illustration and pre-press file preparation for the purpose of creating e-screens, bulletin, inserts, brochures, flyers, newspaper ads, logos, posters and banners
- Coordinate proofing of all assigned jobs
- Working with vendors when we need to purchase signage and other materials than cannot be done in-house
- Manage assigned production schedule reliably and with regular updates on Trello
- Ability to balance short timelines and artistic expression, while still producing quality content
- Operation of the Communications/Creative Production, Utility and Wide-Format multi-function machines as well as the folder, hydraulic cutter, etc.
- Plan and execute projects that enhance the visibility and public relations objectives of The Chapel and its brand

Social Media Management:

- Be able to effectively manage social media platforms (Facebook and Instagram)
- Knowledge of/able to quickly learn how to use Hootsuite to schedule posts to multiple platforms and understand analytics
- Must have the ability to create content plans for said platforms (events, sermon series promos/clips, stories, recaps, etc.)

- Must be able to track analytics and develop reports for evaluation of campaign effectiveness
- Must be able to effectively research and utilize content marketing that communicates correctly to specific audiences
- Must be able to edit and proofread well

Web Content Editing

- Must know or being willing to learn how to update our website using our CMS (Umbraco)
- Must be able to effectively compose content that is consistent with our brand messaging and strategic focus

Other Responsibilities May Include:

- Copy writing/press releases
- Photography experience is a plus

QUALIFICATIONS

- Must be a dedicated follower of Jesus Christ
- Bachelor's degree in a communications/marketing-related field
- Proficiency in Adobe Creative Suite, specifically Illustrator, InDesign and Photoshop
- Demonstrated proficiency in creating/managing a communications strategy
- Demonstrated proficiency in electronic publishing, website management, and social media
- Ability to brainstorm with the team, but also work independently in a way that does not require constant micro-managing
- Excellent verbal, written, creative, and interpersonal communications skills
- Exhibits the ability to create content as well as identify and generate creative story ideas
- Is experienced in traditional branding techniques
- Possesses strong organizational and time management skills
- Background experience with churches or non-profits is preferred

To apply:

Please submit resume and link to online portfolio to jane.day@thechapel.life