

JOB DESCRIPTION

Graphic Design and Social Media Coordinator

Reports to: Director of Creative Communications
Employment Status: Non-exempt hourly (Fulltime)
Membership: Required to become a member upon hire

POSITION SUMMARY

The Graphic Design and Social Media Coordinator is a Christ-centered individual, strong and growing in his or her faith, a student of the Bible, “above reproach” (I Timothy 3 and Titus 1), and active in the church. He or she should be currently demonstrating a “missional” life and have a passion for seeing The Bridge be connected in community, and effectively serving out in the community—all in pursuit of a genuine, authentic relationship with Jesus Christ. The candidate should be relationally driven and passionate about equipping the church for missional living. He or she demonstrates an externally focused life, applying their own God-transformed life to impact the lives of others.

This position is responsible for creating all church graphics, artwork, and related media, as well as implementing a social media presence and digital marketing strategy in alignment with The Bridge’s vision. This person must be capable of creating and producing print and electronic resources as well as coordinating the use of outside vendors when required. This position will combine art and technology to communicate ideas and stories through the images and layout of print media, as well as be responsible to engage members in social media, facilitate discussions, set discussion tone, monitor posts, enforce social media community guidelines and remove members or delete posts when appropriate.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Graphics/Artwork

- Create graphics and artwork for all electronic and print media (i.e. Sunday gatherings, sermon series, ministries, web, publications, brochures, banners etc.)
- Brand/logo development – with the ability to create a cohesive, consistent feel/look for the church and ministries that portrays The Bridge standard of who we are
- Research current trends in layout, design, and communication styles
- Communicate and promote the mission and vision of the Bridge through assigned projects
- Additional duties as assigned

Social Media

- Create, generate and share content on a regular basis that builds unity and meaningful connections
- Inspire the online community and actively support and implement the church wide vision representing all ministries
- Design and manage all Bridge pages within social media platforms and track success
- Explore cutting edge social networking platforms to engage new people in the Bridge community and a broader community
- Research current trends in online communities including social media including layout, design, and communication styles
- Works with Creative team to plan and organize the communications calendar
- Additional duties as assigned



MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, ABILITIES)

- Must have a strong and growing relationship with Jesus Christ and it should be evident in both the personal and professional life
- Must agree to The Bridge’s missions statement, values and confessions of faith
- Must be able to uphold and support the mission statement, values and confessions of faith
- Bachelor’s degree in Communications or Marketing or related field preferred
- 3-5 years graphic design experience, digital media specialist, social media marketing, or related field will be considered
- Possess basic project management skills
- Highly proficient in Mac platform
- Proficient in graphics and print media software (i.e. Adobe Creative Suite, Photoshop, Illustrator, and InDesign.)
- Adept manager of copywriting, design, basic photography
- Communicator that can both engage and stimulate discussion effectively
- Ability to work independently with little supervision
- Excellent organizational skills with the ability to prioritize in a rapidly changing environment with deadline pressures

ABOUT THE BRIDGE

The Bridge is an externally-focused church seeking to embrace our “sending” by Christ into our community and world in order to see people redeemed and transformed for His glory. Our mission statement is: “Inviting the striving to something really real.” Guided by the Holy Spirit, we are a people who are a manifestation of the gospel and who seek to become stewards of the transforming message of God’s love and grace as we invite God to invade and inhabit every moment of our lives.

Founded in September 2003, The Bridge has sought to grow primarily through salvation. Currently, our total attendance (including the children’s program) is 2,300 on a given weekend—and we continue to grow. The Bridge desires that all of our attendees become true disciples of Jesus Christ. Discipleship is about living out a life of radical obedience to Christ and being transformed by His Word through His grace. At The Bridge, people experience that life transformation and an ever-deepening relationship with Christ through “Big Group” (main worship service) “Small Group” (weekly community groups meeting in homes) and “No Group” (personal devotional time in God’s Word).

PHYSICAL DEMANDS AND WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

NOTE

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities.