

Family Life Ministries, Inc.

Creative Services & Marketing Director

Re: Job Description

Family Life, located in the beautiful Finger Lakes area of New York, has an opening for a full-time member of the Creative Services team. Family Life is in its 62nd year of ministry and includes a regional radio network of over 60 signals throughout New York and Pennsylvania along with full-time departments in Performing Arts and Biblical Counseling.

The Creative Services & Marketing Director will support and promote ministry outreach through overseeing the team working in graphic design, photography, videography, marketing, social media, and online communication. The individual chosen to fill this position will have the opportunity of working with a talented team of over 50 staff members. An overwhelming sense of God's call to use one's talents and life to advance His work are necessary requirements to fill this position.

Family Life considers partnership with local churches and other Christian organizations / ministries a high priority. Integrity, excellence, teamwork, and a passion to serve characterize the ministry of Family Life. Email resume and portfolio to ricksnavely@fln.org or mail to Family Life: POB 506; Bath, NY 14810.

Creative Services Responsibilities

- Reviewing or assisting in developing ministry projects
- Meeting with management team to determine needs
- Facilitating creative projects
- Being hands-on with graphic design projects
- Leading brainstorming sessions with Creative Services team
- Supervising and encouraging Creative Services team
- Reviewing work, troubleshooting, and providing feedback to the Creative Services team
- Overseeing daily tasks tied to creative production
- Troubleshooting issues that could slow down the process
- Ensuring visual communication and brand standards are met
- Suggesting changes to workflows in order to improve efficiencies and cut costs
- Presenting drafts to heads of Family Life departments
- Strategizing creative involvement and production requirements with Family Life department directors
- Continually improving the quality of deliverables, while operating within organizational constraints
- Remaining current on, and educating the team around, industry trends and techniques

Marketing Responsibilities:

- Evaluating and developing marketing strategy and marketing plan
- Planning, directing, and coordinating marketing efforts

- Communicating the marketing plan
- Developing promotions for Family Life
- Developing and managing promotional campaigns
- Building brand awareness and positioning
- Coordinating marketing projects from start to finish
- Overseeing social media marketing strategy and content marketing

Creative Services & Marketing Director Requirements:

- Bachelor's degree in marketing, graphic design, communications, or related field.
- Proven marketing campaign experience
- Flexible yet able to stay on point
- Skills in graphic design with a good sense of layout practices
- Effective time management skills and the ability to multitask
- Strong copywriting skills
- Attention to detail
- Professional and proactive work ethic
- A people person with excellent interpersonal skills
- Excellent change manager
- High competence in project management
- Jack-of-all creative trades and master of a few
- Excellent interpersonal, written and oral communication skills
- Experience with digital marketing forms such as social media marketing and content marketing
- Competency in computer applications for graphic design and marketing including Adobe Creative Suite, Microsoft Windows, and digital photography

Miscellaneous:

- Be part of Family Life's Management Team
- Attend weekly all-staff meeting on Wednesday mornings
- Be available for entire week for Spring and Fall Sharathons
- Report directly to CEO