

# Creative Director



## Staff Team: Advancement

### Job Summary

The Creative Director is the ministry's visual story teller and is responsible for the creation and production of content to promote the ministry of Ground Zero. This design expert oversees all online, print, and video projects. The Creative Director is responsible for venue event visuals and maintaining the ministry website, email campaigns, online giving, ticketing portals, and ministry staff Google accounts.

### Essential Functions of Job

- Collaborate with GZ staff to create, plan and implement inspiring and life changing ministry to teens
- Embrace Ground Zero's mission, core values, and strategy
- Honor ministry policies outlined in Ground Zero Handbook
- Perform other duties as requested by the President of GZ
- Understand every staff member has a role in advancement
- Function in a non-traditional work schedule that balances ministry, family, and personal time
- Understand our commitment at Ground Zero to live the principle, "He must increase, but I must decrease." – John 3:30 - *John prepares the way for Jesus through his life and his preaching. But in the end, that mission is not to draw attention to himself but to draw attention to Jesus.*

### Advancement

- Raise and maintain personal ministry partnership support
- Support advancement efforts by creating materials that tell the story of GZ
- Manage GZ website by ensuring content, graphics and GZ events are current and accurate
- Set up online giving sites for GZ special events
- Create and schedule email campaigns with content provided by Advancement Team

### Implementation

- Create inspiring visual presentations that tell the story of life change through the ministry of GZ
- Create internal visual pieces including (but not limited to): posters, table tents, napkin holders, etc.
- Develop graphic images and content for website, social media platforms, and print design
- Plan, develop, and produce television commercials to promote the ministry of GZ
- Support GZ events and meetings by creating and overseeing multimedia presentations
- Plan and create inspiring videos to promote GZ events
- Create an organized digital filing system to ensure quick access to archive video footage
- Secure a photographer for events and create an organized filing system for event and life change photos
- Create and monitor social media content that engages students through interactive experiences
- Manage GZ staff Google accounts
- Work with student leaders to create video and print content