



Creative Manager/ Senior Designer

Hours: Full-time – Level 14 position

Revised 5/21

Line of Authority: Responsible to GEMS Executive Director (ED)

Work Schedule: 40+ hours per week (salaried)

Position Summary: The Creative Manager/Senior Designer (CM/SD) is responsible for conceiving, developing, and implementing visual marketing programs that range from print media to digital presentations. The CM/SD reports to the Executive Director (ED) while providing support to multiple areas of programming within GEMS.

SPECIFIC DUTIES

Design Direction and Production (70%)

- Manages, protects, and ensures the GEMS brand is cohesive and accurate in all communications and branding efforts.
- Assumes responsibility for the overall design quality of all GEMS publications.
- Helps the ED oversee brainstorming meetings and creative sessions.
- Conceives and implements concepts, guidelines, and strategies in various creative projects and oversees them to completion.
- Creates visual communications to convey messages in an effective and aesthetically pleasing manner, including club promotional materials, brochures, year-end appeals, donor correspondence, and other communication materials.
- Creates concepts for social media campaigns, curriculum projects, catalog, merchandise, and all event resources and materials.
- Provides creative briefs and makes necessary arrangements with illustrators, photographers, and stock photography companies.
- Provides all layout/design work or makes arrangements with contract designers.
- Provides art direction to other GEMS designers, either on-staff or outsourced.
- Completes necessary in-house paperwork required by the DYM print department.
- Ensures GEMS has the legal right to publish all images/text included in publications.
- Gives direction to and guides the process of website design and visuals.
- Helps ensure that GEMS has “best in class” practices, including information technology, direct mail, use of social media and communications, events and publications.
- Serves as art director for all events.

Project Management (15%)

- In conjunction with the ED, prioritizes work and resources based on short- and long-term needs.
- In collaboration with the ED and DYM print shop staff, establishes production schedules, and upholds staff deliverables and deadlines.
- Maintains the overall organization’s project calendar in Asana for transparency and awareness among the team, delegating specific project input to the project lead.

- Holds the team accountable to pre-established project print budgets and records actual project costs for future budget projections.
- Establishes project process and holds all parties accountable to following the agreed-upon process.
- Follows established naming conventions and archives projects securely including contractor work.

Photography (5%)

- Serves as art director on set for photoshoots and in-house photographer as needed.
- Arranges for and oversees photographer for special needs.
- Catalogs photographs taken and builds a library so photos can be easily used at a later time.

General (10%)

- Stays current in instructional techniques and learning trends through professional readings, webinars, workshops, and the research of subject matter experts.
- Participates in the annual GEMS Conference as needed.
- Attends professional development opportunities, as requested.
- Assists with various other duties as assigned by the GEMS ED.

SKILLS AND ATTITUDES NECESSARY

- Fully devoted follower of Jesus Christ and possess a passion to see His Kingdom grow
- Dedicated to the goals and overall ministry of GEMS
- 5 years of related experience with 2+ years of creative direction in an agency or non-profit setting
- Proven experience with concept development
- Highly skilled with leading a team of creative talent
- Strong creative vision with an understanding of business objectives
- Must demonstrate leadership capabilities and excellent communication skills
- Must be a systematic, organized, self-motivated worker and problem solver
- Strong creative vision with an understanding of business/marketing objectives
- Project management experience
- Ability to consistently meet deadlines and work in a fast-paced, publishing environment
- Ability to work on a Mac platform
- Advanced knowledge of Adobe Creative Suite
- Knowledge of CMS web environment; knowledge of basic CSS and HTML a plus
- This job may require some nights and weekends with notice