



Holy Trinity Church

Creative Arts Director

NAME:

REPORTS TO: Senior Pastor

JOB PURPOSE: To serve HTC by casting vision for and creating culture within the Creative Arts Teams (Video, Graphic Design, Social Media, and Internal/External Communication) and to devise and execute the tasks needed to fulfill that vision.

OVERVIEW OF RESPONSIBILITIES: The Creative Arts Director is a contributor to the formation of the church's vision, its seasonal applications, and the language that best expresses that vision/season in a given context. With that vision in place, and under the directive of the Senior Pastor, the Creative Arts Director implements the vision through the teams under his/her care. This process necessarily combines:

Care for the Creative Arts Teams' members (both staff and volunteers):

- Dedication to a personal walk with Christ and setting an example in the study of the Word and practice of prayer
- An open-door policy suited to meet the technical needs of the team (such as ongoing training) and continued spiritual formation
- Personal guidance as is appropriate
- Fostering of a collegial, collaborative, grace-oriented atmosphere and organization of social events that provide opportunity for deeper friendships among team members and potential recruits//volunteers
- Lead small group of congregants
- Oversee standard of conduct

Delegation of tasks related to specific goals:

- As the vision for any particular season is broken down into action items, the Creative Arts Director will mobilize the teams to devise and complete the necessary tasks according to their departmental skill sets
- Collaborate with the teams to ensure excellence, and where possible, an end result that is unique to HTC
- Organize the departmental efforts to ensure cohesive "tone" across all disciplines. This includes leading regularly scheduled "all hands" meetings as well as ongoing conversations with team leads
- Research and hire outside vendors when needed
- Serve as liaison to the leadership team, providing "creative options" (where applicable)
- Serve as a point of approval for creative projects (where applicable)
- Organize/oversee creative project deadlines, marketing calendars etc.

Oversee Creative Arts budget including:

- Research and acquisition of equipment, accessories, software, etc.
- Contracting with outside vendors and stipend payments to skilled labor/volunteers



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- Cost associated with creative arts events, recruiting and outreach
- Cost associated with content distribution
- Cost associated with continuing education, training, seminars, conferences, etc.
- Departmental budgets
- Miscellaneous costs

Lead the effort to recruit, train, and empower volunteers for meaningful involvement in all Creative Arts teams:

- Train team leads to recruit and work with volunteers
- Provide a strategy to “present” Creative Arts Teams at volunteer recruitment events such as “Kick off Sundays”, Youth gatherings, small group fairs, “Growth Track” classes, etc.
- Plan and execute a quarterly “team night” event that:
 - Pulls together all Creative Arts departments along with volunteers interested in learning more about how to get involved with the various teams
 - Provides teams and volunteers an opportunity for fun, fellowship, and brief teaching/training that elaborates on Scripture and our culture of valuing individuals and their contributions

DEPARTMENTAL SPECIFICS: Each of the creative Arts Teams offer unique skill sets and distinct mediums in service to HTC. No single individual could develop all of the expertise needed to do all of the stuff that needs to be done. At the same time, no one team is complete without the others. The overlap is so thorough, in fact, that it is nearly impossible to imagine them separately. The Creative Arts Director is there to harmonize those efforts and maximize their influence.

In the same way, the creative arts themselves are a mere distraction if not employed in harmony with the vision of the church, and ultimately, the Kingdom. The bullet points below outline some of the potential departmental responsibilities that a Creative Arts Director would take on. However, it is assumed that the real role of the Creative Arts Director is to lead each of the individual team and all of the teams as a whole to strengthen the pillars/core values of the church. Likewise, the teams themselves exist to empower the members of the congregation to do the actual work of ministry in their spheres of influence. As such, strategies should be formed with a balance of the 5-fold ministry gifts in mind. The result should be that the Creative Arts Teams enhance HTC’s ability for apostolic building, prophet insight and declaration, effective evangelism, meaningful pastoral care, and accurate teaching.

Video:

- Work with pastoral team to establish video needs
 - Possible examples include:
 - Event advertisement/recap
 - Short film content for outreach and/or special events (Christmas, etc.)
 - Online services, etc.
- Organize content calendar
- Write/Direct/Edit video projects as needed



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- Recruit and mobilize team
- Research and hire vendors as needed

Graphic Design:

- Work with pastoral team to establish brand look/feel/standards
- Continue to evaluate and evolve brand
- Curate content assets (fonts, textures, etc.)
- Contribute to content creation
- Oversee implementation of standards
- Oversee website design/evolution
- Research and hire vendors as needed

Social Media:

- Work with pastoral team to establish strategic goals
- Organize content creation and release calendar
- Curate content for various platforms
- Coordinate between disciplines to ensure adequate representation of church offerings
- Contribute to online response with an eye toward the church's reputation among both believers and non-believers

Communication (Internal/External):

- Work with pastoral team to establish strategic goals
- Collaborate on the evolution of "tone"
- Contribute written content (advertising copy, curriculum, press releases, articles, blog posts, etc.)
- Serve as liaison with outside venue/publications, etc.

Essential Expectations:

- Be a part of the Sunday Services Team and church wide events
- Participate in team meetings
- Be able to maintain a high level of confidentiality
- Be flexible due to the nature of the role

Benefits:

- Retirement plan
- Health and Dental insurance
- Life insurance
- Paid holidays
- Paid time off
- Parental Leave
- Opportunities for professional development