



Creative Director Job Overview

Qualifications for employment at Watermark include having made a life commitment to Jesus Christ, agreement in writing with the Beliefs and Governance statements of Watermark, and having a work history and a lifestyle that are consistent with biblical principles. Must be an existing Member of Watermark or willing to become one.

JOB TITLE: Creative Director

FLSA STATUS: Exempt

DEPARTMENT: Communications

REPORTS TO: Senior Director of Communications or Campus Pastor

POSITION SUMMARY: This role is responsible for championing and overseeing all creative and aesthetic aspects of Watermark Community Church. They will be responsible for coaching creatives (filmmakers and graphic designers) to ensure that all communication and content are executed with creativity, excellence, and consistency. They will also be the driver of pushing Watermark's brand and content forward aesthetically as we look to continue to take new ground creatively.

SPIRITUAL GIFTS:

- Leadership, vision, empathy, creativity

ESSENTIAL SKILLS & EXPERIENCE:

- 5-10 years of experience in graphic design, art direction, filmmaking, or content creation. Industry or agency experience preferred.
- Experience managing and coaching creatives (filmmakers, graphic designers)
- Demonstrated experience in brand building and innovating for social media

POSITION RESPONSIBILITIES:

- Oversees all creative, leading, coaching, and shepherding filmmakers, graphic designers, and potentially the production team.
- Act as the aesthetic and creative visionary for sermon series and other large key initiatives (Easter, Christmas, Church Leaders Conference, Worship Nights, etc.)
- Speaks into vision/concept for all other graphic design/film projects and reviews all creative (graphics, film, social media) to ensure consistency
- Works with social media and production to incubate and try new ideas
- Instigates and run all creative-related brainstorming and innovation task force
- Sharpen the brand guide yearly
- Oversees the creative process to ensure creative projects are executed efficiently

In addition to overseeing and directing creative disciplines, this position will work closely with the communications, film, graphics, and social media team on all projects.

MARKERS OF AN IDEAL CANDIDATE:

- Must be a Watermark Member or willing to pursue membership at Watermark
- Soft skills: Visionary, creative, flexible, humble, and passionate about the intersection of church and creativity.

Job description not final. The position will be shaped around the giftedness and passions of the individual.