Watermark Resources Graphic Designer 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: Watermark Resources Graphic Designer

DEPARTMENT: Resources

REPORTS TO: Watermark Resources Director of Marketing

FLSA STATUS: Exempt

TIME REQUIREMENTS: Full Time

CLASSIFICATION: Non-Ministerial Role

STAFF MISSION STATEMENT: Inspiring and equipping every member to live a life of full devotion to Christ.

POSITION SUMMARY: The Watermark Resources (WMR) Graphic Designer is a unique role at Watermark Community Church that is 100% focused on serving the "big C" church across the country and the world. WMR shares ministries, events, and resources with tens of thousands of other church leaders and engages with hundreds of thousands of participants through ministries such as Re|engage and Re:generation. We are looking for a creative genius that feels called to create compelling designs that relate to a global audience across all of our owned channels. This includes but is not limited to all graphic design for social media, email, websites, and events.

WHAT YOU'LL ACHIEVE:
- Own all graphic design and provide thought leadership on how to bring each ministry brand to life across multiple channels and audiences
- Craft engaging branded assets that resonate with our target audiences
- Confidently articulate creative vision and winsomely pitch creative concepts to WMR leadership
- Collaborate with print vendors and other creative contractors as needed for special projects and large events
- Research trends and dream up unique and thoughtful ways to display church leader content to increase engagement
- Research and identify practical ways that you can leverage AI to enhance your designs and/or processes
- Strike a balance between being an conceptual artist and a high volume asset creator
- Post and manage all social media channel content, ensuring that it looks excellent and is on brand
- Develop and enhance creative processes that serve the WMR Marketing teams' goals
- Enable WMR partner churches to effectively market their ministries through customizable and easy to access assets
- Collaborate and experiment with the WMR Digital Marketing Manager to develop high converting display ads
- Develop and eye for UX design and contribute creative input to a new and improved WatermarkResources.com

ABOUT YOU:
- **Owner.** You see a problem or room for improvement and you take action in a collaborative manner to make it better.
- **Thinking Ahead.** You don't have a crystal ball, but you prayerfully dream and consider "what could be."
- **Persistent**. You hear "let's try something else" and you see it as a challenge to grow and not as a personal failure.
- **Iterative.** We're a small team that some call "scrappy." We don't need your designs to be perfect, just a willingness to concept, create, and iterate quickly.
- **Organized.** We have multiple audiences, brands, and we act with urgency. Because of this, there is little room for disorganization. You are excellent at keeping track of all of your designs, organizing them logically, and folder structures that enable collaboration.
- **Focused.** Working in ministry comes with unique pastoral situations and team time that will eat into some of the typical day-to-day work of designing. With fewer hours in the week to design the ability to quickly focus is critical.
- **Participant.** One of the unique aspects of the team is that nearly all of us have or are currently participating in the ministries that we share with other churches. Your ability to empathize with both a church leader and a participant is key and we expect for you to go through one of the ministries if you haven't already (as time allows).
- **Fun.** It's one of our four staff values and our team thrives off laughing and engaging with each other in and outside of work!

ESSENTIAL SKILLS & EXPERIENCE:
- 2+ years of experience as a graphic designer
- A portfolio that demonstrates competency, aesthetic, and a variety of styles
- Expertise in Adobe's creative suite
- Proficinecy or familiarity with Canva
- Ability to incorporate direction and feedback into graphic design work
- Ability to meet deadlines with minimal supervision
- Working knowledge of video production
- Excels at prioritizing workload, meeting deadlines, and managing many projects simultaneously
- Strong written communications skills, specifically in the short form writing of web, email, and social copy
- Experience with content creation for, and development of, social media
- **Bonus:** Having an eye for or willing to learn UX and digital design (think landing pages, website, mobile apps)

DIRECT REPORTS: N/A

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