



Job Description

Position Title: Design Experience Director
Reports To: Director of Experience
Revised: 07.01.2021

Department: Experience
Status: Full-Time
Campus: Campus Support Team

Primary Purpose

The Design Experience Director is responsible for oversight and execution of all aspects of visual design, communication, marketing, social media, and brand management in a manner that furthers our mission of inspiring people to follow Jesus.

Position Key Result Areas (KRAs)

- Create, develop and continually improve effective event promotion systems and methods that support ministry initiatives.
- Lead NewPointe's digital presence, including websites and social media, to effectively represent NewPointe and communicate our vision, values, and strategic initiatives.
- Lead NewPointe's marketing effort to create growing awareness of NewPointe in all our existing and future campus communities.
- Lead NewPointe's branding effort to create relevant artwork and content that connects with our audience.
- Develop Design staff and volunteer teams to greater levels of growth and effectiveness.
- Identify and leverage strategic opportunities to effectively communicate NewPointe's mission, vision, values, and stories to internal and external audiences.
- Other Duties as Assigned

Position Requirements

Supervisory

- Directly supervise and lead Design Team staff
- Lead volunteers

Knowledge/Skills/Abilities

- A knowledge of Microsoft programs
- Ability to quickly create relevant and creative communication messages
- Ability to coach staff and volunteers to grow in communication efforts/skills
- Ability to communicate clearly and concisely, both orally and in writing
- Ability to effectively recruit, inspire and build teams.
- Ability to generate and manage social media content
- Ability to create graphic design (small and large format printing)
- Proficient in the following software applications:
 - MS Word, Excel, and Outlook
 - Adobe's Creative Suite including Photoshop, Illustrator, and InDesign
 - Asana
 - Microsoft Teams
- Able to ask questions for understanding and advancement of ideas/concepts
- Coachable and takes direction well

Passion

- Strong desire to see people's lives changed
- Strong desire to serve others with a Christ-like attitude
- Commitment to NewPointe's mission, vision, and values

Personal

- Able to work independently, as well as with a team
- Able to coordinate multiple projects at once
- Able to set goals and create a plan for achieving those goals
- Able to work with other NewPointe departments to coordinate and execute projects

Personality

- Promotes a positive attitude and working environment
- Possesses excellent "people" skills
- Desire to engage and lead new people
- Ability to think creatively and solve practical problems

Qualifications

Education: Bachelor's degree preferred

Experience: Minimum 2-5 years related experience at a design leadership, preferably in a multi-campus or multi-location organization

Licenses: None required

Personal and Spiritual Requirements

- Professes Jesus Christ as Lord and Savior
- Commitment to personal spiritual growth and healthy lifestyle
- Models standards and expectations of all leaders with in NewPointe, including:
 1. Partnership
 2. Tithe (within 3 months of hire)
 3. Participate in small group accountability
 4. Regular attendance at NewPointe services

At NewPointe we value working through people to accomplish goals, as well as personally contributing at a level that requires God's help. By maintaining these priorities, we will put ourselves in a position where we can continue to strive for excellence and value reaching lost people.

ACKNOWLEDGMENT

I acknowledge that I have read the above job description and can perform the essential functions of the position with or without accommodation.

Applicant Signature/Date

Management Signature/Date