

## Graphic Designer

OPEN

**Position Type:** Non-Exempt  
**Category:** Regular, Full-time position (40 hours)  
**Classification:** F  
**Reports to:** Creative Director

### **Summary/Objective**

Maintain BUMC's identity and brand standards for a variety of weekly, seasonal, and annual projects, as well as developing custom identities for our many ministries and programs across multiple platforms – primarily print and digital. This job requires collaboration with the content specialist and video producer within the communications team, as well as collaboration with other ministries and key stakeholders. The ideal candidate for this position will have a strong portfolio that demonstrates branding capabilities, illustrative and unique image creation skills, and development and execution of print and digital ads and social media graphics.

### **Essential Functions**

*To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are a representative of the knowledge, skills and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

### **Responsibilities**

- Understand creative concepts as defined in Creative Brief and bring them to life through design, illustration, and layout
  - Conceptualize graphics for BUMC ministries and programs
  - Provide dynamic and innovative creative input that helps accomplish department and organizational goals
  - Be a good steward of the BUMC brand, ensuring all graphics and produced items are executed within defined brand standards
- Develop layout templates for weekly print projects, recurring programs, and annual giving campaigns to include, but not limited to, posters, worship bulletin, fliers, workbooks, annual reports, devotionals, etc.
- Develop web and social graphics for use on bumc.net and BUMC's official social media channels
- Engage in day-to-day design for all ministries including marketing/promotion and merchandise
- Organize and manage online assets library
- Produce final files that are clean, organized, and appropriately packaged for their intended use (print, digital, brand asset suite, etc.)
- Manage multiple projects, producing high quality designs on time as assigned by Creative Director and Project Manager

### **Competencies**

- Proficiency in Adobe Illustrator, InDesign, Acrobat, Lightroom, and Photoshop
- Strong illustrative and unique image creation skills
- Strong photo editing skills
- Strong ability for strategic thinking
- Strong understanding of the creative process
- Strong attention to detail, organization, and accuracy
- Excellent written and verbal communication skills
- Understand current design and marketing trends with an eye to forecast new trends
- Ability to handle sensitive information with the highest degree of integrity and confidentiality

**Education and Experience Requirements**

- Bachelor's degree in graphic design, strategic communications, or other related field
- Minimum of two (2) years of related experience
- Photography and web design/html experience is a plus
- General church history, especially as it relates to the United Methodist Church, is a plus

**Supervisory Responsibility**

This position does not have supervisory responsibilities.

**Work Environment**

This job operates in an office setting that involves everyday risks or discomforts requiring normal safety precautions. environment. This position routinely uses standard office equipment.

**Physical Demands**

While performing the duties of this job, the employee will be in an office environment. Position can be sedentary and is required to talk, hear, see, stand, walk, and sit. Employee must occasionally lift or move office supplies or other items up to 25 pounds.

**Expected Hours of Work**

Days and hours of work are Monday –Friday, 40 hours per week. Occasional evening and weekend work required. This position may qualify for occasional remote work based on Brentwood UMC Remote & FlexWork Schedule Policy with approval from supervisor.

**Travel**

Travel is primarily local during the business day, although some out-of-the area and overnight travel may be expected.

*The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified.*