

# IPHC Global Ministries Center

## Creative Specialist Job Description



### Summary/Objective

The Creative Specialist serves as a versatile creative professional who supports the full range of visual and digital communication needs across the GMC. While graphic design remains a core responsibility, this position also provides photography, video-production assistance, social media publishing, and management of additional external communication platforms.

### Essential Functions

Reasonable accommodation is available to enable individuals with disabilities to perform the essential functions.

1. Designing graphics for social media, websites, email campaigns, events, presentations, publications, print materials, merchandise, and promotional campaigns.
2. Managing day-to-day posting and content distribution across GMC-wide social media accounts.
3. Scheduling approved content, writing or refining captions, tagging appropriate accounts, and adapting content for each platform.
4. Monitoring social media activity, audience engagement, comments, messages, and emerging platform trends.
5. Ensuring that public-facing accounts contain accurate information, consistent branding, and up-to-date content.
6. Photographing major events, leadership gatherings, ministry initiatives, portraits, and other moments across the IPHC.
7. Editing, organizing, and maintaining a searchable library of approved photographs and creative assets.
8. Assisting the Videographer as a second camera operator and supporting lighting, audio, equipment setup, interviews, and other on-location production needs.
9. Capturing supplementary footage and social-first content during events, interviews, and ministry activities.
10. Collaborating with the Chief of Communications, Videographer, Website & Data Manager, and divisional Communications Directors to develop cohesive multimedia campaigns.
11. Supporting the branding and visual development of major GMC events, initiatives, campaigns, and organizational announcements.
12. Creating adaptable templates that help departments maintain consistent communication.
13. Preparing creative assets for digital publication, professional printing, environmental displays, presentations, and other production needs.
14. Maintaining consistency with IPHC brand standards, including visual identity, voice, typography, colors, photography style, and overall creative direction.
15. Providing flexible creative and communications support for new or unexpected organizational needs.

### Competencies

1. Communication Proficiency.
2. Extensive experience with the Adobe Creative Suite including both Photoshop and Illustrator.
3. Global and cultural awareness.
4. Personal accountability, timeliness, efficiency, and credibility.

### Supervisory Responsibilities

This position has no supervisory responsibilities.

### Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, telephones, copiers, printers, scanners, and utilizes photography/videography equipment and software.

### **Physical Demands**

The physical demands described here are representative of those required of employee to successfully perform the essential functions of this job. This is largely a sedentary role; however, it routinely requires transporting photography and videography equipment. This would require the ability to lift, carry up to 40 pounds, and bend or stand on a stool as necessary.

### **Position Type**

This is a full-time, hourly, nonexempt position. Days and hours of work are Monday through Friday, 8:00 am to 5:00 pm with adequate flexibility. This position is amenable to the Chief of Communications.

### **Travel**

Occasional travel is necessary for this position.

### **Required Education and Experience**

1. High School Diploma and some college.
2. Two years of creative, communications, or public relations experience.

### **Other Duties**

Please note this job description does not cover or contain a comprehensive listing of required activities, duties, or responsibilities of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

### **Disclaimer**

Neither this job description nor the GMC Employee Handbook are not employment contracts, but an at-will employment arrangement. The GMC does not agree to provide you employment for any definite length of time, and you do not agree to employment for any definite length of time. Either party may terminate the employment relationship without notice, although each agrees to give the other party two weeks' notice if possible.

### **Signatures**

All levels of management have approved this job description.

X

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Supervisor

X

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Human Resources

Employee signature below constitutes employee's understanding of the requirements, essential functions, and duties of the position.

X

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Employee