

# Position Description

## Graphic Design Specialist Missouri Baptist Convention

### Summary

The graphic design specialist serves as a strategic partner in the design and production of graphics for print, web, multimedia, and social media used to promote MBC ministries. The specialist must be highly creative; exhibit exceptional collaborative and interpersonal skills; demonstrate competence in client and vendor relationships and negotiations; and possess the ability to perform in deadline-driven environments with an emphasis on meeting budget and schedule requirements, as well as meeting or exceeding the expectations of our clients (MBC ministry leaders).

### Key Responsibilities

The graphic design specialist ...

#### **Makes clients welcome by:**

- Greeting MBC missionary staff members with a smile, showing respect for their ideas, and listening to their needs
- Making sure clients know they are valued
- Promptly answering calls and emails
- Being available to meet with clients or to promptly schedule a meeting time
- Providing prompt follow-up correspondence, schedules, bids, and status updates
- Speaking with clients personally about their projects
- Keeping promises and consistently delivering above expectations

#### **Designs and creates:**

- Designing and coordinating graphics and print production for multiple projects, including the Annual Meeting, Cooperative Program, Missouri Missions Offering, logos, thematic artwork, cards, posters, brochures, direct mail, envelopes and packaging, ads in *The Pathway*, newsletters, exhibits, and signs
- Designing and fabricating trade show exhibits, banners, and signs
- Delivering professional portrait and candid photography (directly or through freelancers)
- Assisting High Street Press with book printing, ISBNs, and cover designs

#### **Consults with MBC ministry groups:**

- Serving as a strategic partner throughout the life of any project, resource, or ministry
- Developing concepts for graphics, branding, and marketing strategies
- Using a full array of communications vehicles to best reach the people they serve
- Ensuring that branding standards are maintained and incorporated into each project
- Managing the production of all graphics and print projects, including bids and negotiations with freelancers, consultants, and vendors

#### **Coordinates production:**

- Working across all organizational lines to ensure that production standards and timelines are met
- Producing *Annual: Reports & Statistics* in print and electronic formats
- Producing *Bulletin & Book of Reports* and *Daily Bulletins* for Annual Meeting
- Ensuring timely production of promotional materials for all MBC events, resources, and ministries
- Identifying and assigning work to freelance graphic designers and photographers

## Requirements

### **The specialist must:**

- Be an active member of a local church affiliated with the Missouri Baptist Convention.
- Demonstrate a positive attitude, a can-do spirit, and an ability to handle multiple priorities
- Be an excellent graphic designer, preferably one with skills in photography
- Demonstrate exceptional collaborative and interpersonal skills
- Practice a high level of skill in client and vendor relationships and negotiations (requesting and evaluating bids, being able to obtain high-quality, low-cost, and acceptable turn-around times from printers and suppliers, able to troubleshoot and provide acceptable solutions when problems arise)
- Have the ability to perform in deadline-driven environments with an emphasis on meeting budget and schedule requirements
- Be proficient with Macintosh OS and publishing software on the Mac, including: Adobe Creative Suite (Photoshop, Illustrator, In-Design, Acrobat Distiller and Reader), and Microsoft Office (Word, Excel, PowerPoint)
- Be proficient in using Adobe Photoshop to optimize photos and web graphics
- Be proficient in editing Microsoft Excel spreadsheets, exporting tabular data, making charts and graphs, and importing spreadsheet data into publishing software programs
- Be proficient in using Microsoft PowerPoint (or similar software) to create, edit, and show presentations
- Be able to perform basic file management functions and word processing using the Windows operating system on a PC computer
- Be proficient in all aspects of file management: importing, exporting, file conversion
- Maintain daily backups of all work in progress, and digital archives of finished projects