



**Position Title: Creative Director**

**Reports to: VP, Director of Marketing**

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### **Mission Statement**

Relevant Radio® - Bringing Christ to the world through the media.

### **Guiding Principles**

- Faithful to the Magisterium and Catechism of the Catholic Church
- United to the Bishops
- Under the protective intercession of the Blessed Virgin Mary

**Function Summary:** The Creative Director is strong in their Catholic faith and will produce visual solutions to meet communication needs of the organization. Design, develop and coordinate with Production religious creative material that supports, promotes and positions the Relevant Radio brand. Manage and guide the copy direction currently served through a copywriter. Work and integrate with all departments, including the CEO, to understand and express their communication needs.

### **Responsibilities:**

#### **Overall:**

- Solid understanding of the mission, programming content and audience of Relevant Radio.
- Responsible for the concepting and execution of design and copy of all Relevant Radio marketing, advertising, and network collateral materials. To included but not limited to: Email, posters, personality talking points, collateral, banners, web graphics, letter head, advertisements (B to C and B to B), promotions, annual report, and other items as needed.
- Update and maintain standard marketing collateral inventory on a cyclical basis.
- Oversee the copy which includes the writing, proofing, editing of communications media and marketing materials.
- Assist in website and social media initiatives including banners, interstitials, and paid digital units assets.
- Collaborate with and provide guidance to copywriters, videographers, vendors and contractors
- Develop creative ideas to further evolve the Relevant Radio brand and market positioning. This includes visual story-telling and graphic design experience (both in print and digital formats). Developing and execute idea/concept statements for network initiatives; Create visual identities and deliverables for campaigns, promotions, events, fundraisers, and special programming.
- Ensure brand identity and spirit of joyful piety is consistent throughout various channels and deliverables.

#### **Day-to-Day**

- Support sponsorships and create advertisements, as needed.
- Participate in marketing meetings and provide status updates.
- File management and archiving.
- Proofread and quality check all assets and deliverables before content distribution.
- Review and quality check vendor proofs before any physical production.
- Work closely with the Production Manager to ensure project assignments are completed as scheduled.
- Design or obtain artwork from outside sources.
- Create templates and update promotional materials/sponsorship materials for premier Development events (e.g. Christ Brings Hope Dinner, Luncheons).
- As needed, photograph Relevant Radio ad hoc events and/or source/supervise outside photographer.
- Scan, manipulate and prepare artwork for print or web, as needed.

- Understand and adhere to legal requirements relating to duplication, printing, software and fonts.
- Maintain, update and monitor corporate standards for use of logo, taglines and promotional materials.
- Direct photo and video shoots for network initiatives. Work with Digital and Video team.
- Create and maintain a graphics and photography library on Teams system. Plan and execute a shoot to capture imagery for Marketing Communications materials that is fresh and contemporary.
- Archive and backup Relevant Radio promotional materials.
- Assist with adhoc graphics to VP, Marketing for Leadership meetings.
- Oversee/Support quarterly pledge drives; create graphics, design pre-pledge mailers, emails and web & social graphics
- Attend meetings and participate in work groups as assigned.
- Answer quarterly pledge drive calls, as requested/needed.
- Adhere to Relevant Radio policies and procedures.
- Perform a variety of other duties and projects as assigned.

### **Experience and Skill Requirements**

- Catholic. Active faith life in accord with teachings of the Catholic Church.
- Bachelor's degree in Creative Design Management or related field.
- Proven track record of success in development of integrated communication across traditional (print, collateral, etc) and digital/social (video, FB/IG/Twitter, web and app graphic support, and experience design)
- 8 – 10+ years experience in graphic and interactive media design with an understanding of marketing communications, brand positioning and what motivates people to react to visual images.
- Management experience of 3+ years. Oversight of copy plus is willing coach/mentor of direct report.
- Proficient in Microsoft Office Products: PowerPoint, Excel, Word and Outlook. Expert level with Internet applications, Adobe Illustrator, Photoshop, and Indesign.
- Effective planning, organizational, problem solving, critical thinking and presentation skills.
- Able to work on multiple projects at one time. Ability to work under the pressure of tight deadlines.
- Complete project from concept to design to final art in preparation for production.
- Able to accept direction and critical input from multiple sources and work well under pressure.
- Excellent professional communications and relationship management skills. Strong interpersonal and customer service skills.
- Maintain awareness of current trends in visual arts and computer packages.
- Ability to handle confidential matters with utmost discretion.
- Ability to coordinate work with vendors.
- Must be accurate, have an eye for detail. Must have normal color vision.
- May be required to lift up to 25 pounds.
- Valid driver's license required. Ability and willingness to occasional travel.