



Creative Director Job Description

JOB SUMMARY:

The Austin Disaster Relief Network (ADRN) is a Christian nonprofit 501(c)(3) organization, comprised of over 190 Greater Austin churches and thousands of trained volunteers bringing hope into crisis. ADRN's network enables and empowers church members to organize, prepare, mobilize, and respond quickly in the event of a disaster, great or small. ADRN's national department, United Disaster Relief Network (UDRN), seeks a Creative Director with a unique combination of marketing and communications skills. The position will be based in Austin, Texas to effectively and efficiently direct and manage UDRN's creative opportunities and brand as well as provide marketing and communication support in alignment with policies, goals, and objectives. Must be able to provide leadership, strategic direction, and vision; and provide branding oversight for UDRN's parent organization, ADRN along with subordinate organizations, HOPE Prayer Center, and Hope Family Thrift Store.

DUTIES AND RESPONSIBILITIES:

The following reflects management's definition of essential functions for this job but does not restrict the tasks that may be assigned. Chief Executive Officer (CEO) may assign or reassign duties and responsibilities to this job at any time due to reasonable accommodation or other reasons.

- Provide graphic design for UDRN from concept to completion for all marketing materials, website development, and more.
- Hire and manage future graphic designers, videographers, writers, and other team members, including consultants and staff volunteers.
- Oversee development of both graphic design and copywriting for all marketing materials (print and online) including brochures, flyers, promotional materials, web banners, and email marketing.
- Steward the ADRN brands by owning the development and adherence to ADRN's brand standards.
- Should be comfortable working within established brand guidelines while continuing to find new and interesting ways to express the brand within those guidelines. Must understand and defend the importance of brand consistency. Should have a wide personal frame of reference in areas of design, culture, arts, media, and have a confident, dynamic, highly creative vision.
- Must be able to translate marketing objectives into clear creative strategies and budget, work closely with multidisciplinary project teams, particularly IT, and lead and direct the future creative team in the production of all marketing collateral.
- Support MARCOM needs of various departments within UDRN, including Donor Ministries (fundraising), Training, Church Network Development, and more.
- Develop and implement a communications strategy for communicating with key audiences, including city leaders, church networks, UDRN's national network, local churches, non-profits, vendors, donors, and partners.

- Oversee development and distribution of all external communications (print, email, online, social media, etc.) from the organization.
- Create and implement a plan for communicating in times of disaster.
- Serve as Public Information Officer (PIO) on the Incident Command Staff during disasters and manage all ongoing public/media relations activities and opportunities for UDRN.
- Ensure vendor bidding/quoting process is in place through ADRN team and approve final vendor selections.
- Provide or oversee the development of regular reporting to analyze the effectiveness of email marketing, social media marketing, content marketing (website), and direct mail.
- Performs other duties as assigned by the CEO.

QUALIFICATIONS

- Bachelor's degree in Advertising, Marketing, Communication, or related field required.
- Minimum of 5-7 years working as a part of an agency or in-house creative team.
- 2-3 years of experience leading an agency or in-house creative team.
- Experience directing creative projects across multiple disciplines and channels required.
- Excellent computer skills required, with strong abilities with Adobe Creative Suite, Microsoft, and project management applications.
- Strong senior graphic design background and ability to advise team members.
- Commitment to excellence and high standards.
- Prior non-profit experience desired.
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position MARCOM discussions at both strategic and tactical levels.
- Sincere commitment to working collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters.
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives.
- Excellent written, editing, and oral communication skills.
- Strong organizational, problem-solving, and analytical skills.
- Proven leadership and business acumen.
- Proven ability to handle multiple projects and meet deadlines.
- Ability to manage priorities and workflow.
- Versatility, flexibility, and a willingness to work within constantly changing priorities with enthusiasm.
- Strong interpersonal skills.
- Ability to deal effectively with a diversity of individuals at all organizational levels.
- Proficient with Facebook, Twitter, Instagram, and other emerging social media platforms.
- Experience with media relations.

WORK ENVIRONMENT

- Office/Home
- Field – Disaster Areas

ORGANIZATIONAL EXPECTATIONS:

- Handle all conflicts through biblical conflict resolution.
- Learn, understand and embrace ADRN/UDRN culture, spiritual history, ADRN vision, and mission statements, and I AM Ready™ and Life-Sustaining Church™ programs.
- Seek God's face, reads His word, and be led by the Holy Spirit.
- Communicate clearly with peers, co-workers, and team members.
- Set the tone on reliability, attendance, high-performance standards, and what it means to be an I AM Ready™ Christian, emotionally, spiritually, and physically to all volunteers.
- Spend minimally one planned, full day per month, away from the office, seeking God's face for direction, guidance, support, and relief for the role. Spend time in the word and prayer with God for spiritual instruction, growth, and rest.
- Attend all of ADRN's emotional, spiritual, and physical training to understand the depth of what ADRN offers churches and volunteers.
- Fulfill a minimum of 40 hours per week.
- Attend Thursday morning All Staff Prayer and All Staff Meetings at HOPE Prayer Center, as well as fulfill other staff expectations.

ETHICAL STANDARDS:

ADRN has a reputation for conducting its ministry and activities with integrity and in accordance with the highest ethical and Biblical standards. All employees of ADRN must be committed to the Lord Jesus Christ, in accordance with the Bible and with ADRN's Statement of Faith. The authority for making a determination of these standards for ADRN shall be the Board of Directors working in consultation with the Chief Executive Director, applying their interpretation of the standards set forth in the Bible.

**Send Resume to:
HR@ADRNTX.ORG**