

Visual Media Specialist

Hours: 40

Reports to: Communications Director

Direct Reports: Photographers, Graphic Designers and Videographers

Education: Bachelor's degree in Film, Media Production, Communications, Graphic Design, Visual Arts, or 3+ years of experience in a related field preferred

The Objective:

The Visual Media Specialist brings stories to life through imagery and design. This role leads the creation, execution, and management of all visual content at Spring Creek Church, including photography, video, and graphic design. Working under the direction of the Communications Director, this individual translates the vision into a visual form. Capturing what God is doing across ministries and events while building and equipping a combination of paid & volunteer-driven creative teams. The ideal candidate is both artist and organizer: someone who can shoot, edit, manage projects, and inspire others.

Key Areas of Responsibilities:

Photography and Visual Storytelling

- Build, train, and lead a team of volunteer photographers
- Capture meaningful moments across worship, events, and church life
- Edit images and ensure consistency in quality, tone, and branding
- Help select and recommend appropriate images for specific communication goals and platforms
- Maintain a well-organized image archive for easy access and long-term use

Team Leadership and Development

- Recruit and develop creative volunteers with a range of visual media skills. This will include Photography, Graphic Design, and working with the Production Pastor to support video.
- Cultivate a team culture of collaboration, growth, and excellence
- Provide ongoing feedback, encouragement, and creative direction

Creative Content and Marketing Support

- Collaborate with the Communications team to shape visual marketing campaigns
- Support storytelling through visual content that reflects our values and inspires action
- Contribute ideas for visuals that enhance sermons, events, and ministry updates

Graphic Design Oversight

- Serve as the point of contact for all contracted, staff, and volunteer graphic designers
- Clearly communicate project needs, timelines, and brand expectations
- Review and provide feedback to ensure all deliverables meet standards

Project and Asset Management

- Plan visual coverage for services, events, and ministry moments based on the communications calendar
- Manage timelines, priorities, and budgets for visual media projects
- Maintain organized archives for photos, video clips, and design assets
- Ensure all creative content is delivered on time and on brand

Qualifications:**General**

- A team player with a heart for the local church and a commitment to our mission
- Strong administrative and project management skills
- Creative thinker with attention to detail
- Proven experience in photography, media, or marketing roles

Photography

- Skilled in event and portrait photography, editing, and visual storytelling
- Proficient with DSLR or mirrorless cameras and lighting techniques
- Experienced in using Adobe Lightroom, Photoshop, or similar tools
- Ability to lead and mentor volunteer photographers
- Maintain equipment

Design Oversight and Marketing

- Comfortable directing design work through contracted, staff, and volunteer creatives
- Familiarity with Adobe Creative Suite and visual branding principles
- Experience coordinating marketing visuals for digital and print channels