



Job Title: Creative Director
Reports To: Chief Communications Officer
Status: Full-Time, Exempt, Salaried

Auburn Seminary is a 200-year-old organization ready to take on the moral fights that will shape the next 200 years -- especially the 2020 election. Which is why we are actively working on not only a rebrand but a reimagining of how we show up in the world to take action. We believe that faith should be a catalyst and resource for a new world built on justice.

Auburn Seminary's core value and mission is that we all belong. The fundamental understanding that everyone's humanity is interconnected, and should be respected, regardless of who they are.

At Auburn, you will imagine new ways to connect people to resources and each other. As we live into a new vision for what equity and justice really mean, you will shape that vision both internally and externally through marketing and creative vision.

Learn more at www.AuburnSeminary.org

THE POSITION

The Creative Director plays an important role in marketing, creative, communications, and digital execution and strategy. We're looking for a boundary-pushing, collaborative and experienced Creative Director to join our team at Auburn Seminary.

This role will directly oversee our internal Brand Design, Art Direction, and Content team, from concept through to execution—ensuring these three pillars are working in lock-step to execute thoughtful, innovative, and goal-oriented creative work. The ideal candidate has a strong design background, is self-motivated, inspirational, and maintains high personal standards with an exceptional understanding of all marketing channels.

They are responsible for helping lead and strategize the visual and creative identity of the organization and its content. This role reports to the Chief Communications Officer.

KEY RESPONSIBILITIES:

- Partner with Chief Communications Officer to solidify Auburn Seminary's brand vision and DNA, core creative idea and storytelling approach
- Develop conceptual and stylistic direction and execute for a wide variety of projects
- Help unlock a deep understanding of constituents' journey and ensure the brand comes to life in a relevant, meaningful and imaginative way
- Be a leader in developing content and advising on media channel strategy across equity building and direct response campaigns
- Partner with the Integrated Marketing Director to produce agile and iterative content based on performance marketing metrics
- Own the brand's visual identity and style guide
- Oversee development of physical branding across packaging, menus, signage, collateral, and more

- Manage content creator, including Content Producers and freelancers (as needed)
- Optimize, design, and build the future state of the creative team across in-house and agency
- RFP, brief, and manage creative agencies and freelancers
- Design and implement a process for creative development from brief to execution. Organize, prioritize and streamline work across a fast-paced environment with competing priorities
- Direct content production across photo and video shoots, and design
- Serve as Motivator in Chief - build and foster a great workplace culture. Nurture a creative, tightly knit unit that leads with imagination and is consistently rooted in unexpected ideas
- Fully understand and exhibit the evolving Auburn Seminary ethos, embodying our core values and inspiring celebration, and serve as a brand ambassador both internally and externally.

QUALIFICATIONS

Basic Qualifications:

- 5+ years experience in brand creative direction with an emphasis in design and art direction—nonprofit experience a plus
- At least three years' experience creating a vision and concepts for client brands
- Thorough understanding of the design process, project management principles, managing client relationships, and pre-sales activities
- At least three years' experience in team and project management
- You have a natural curiosity
- You have a deep understanding of the digital, social, content & cause space
- You are passionate, positive, and self-motivated
- You are capable of moving rapidly between formats, solutions, and briefs
- You know how to work cross-functionally across multiple departments
- You operate best in fast-paced and creatively demanding environments; creatives will have to balance many projects at once with tight deadlines and production schedules
- Ability to create and direct designs with a focus on accuracy, product, copy and brand consistency
- Ability to work independently Ability to effectively manage a team through the use of constant, honest feedback and communication

APPLICATION PROCESS

To apply visit <https://auburnseminary.org/careers>

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Auburn Theological Seminary will provide reasonable accommodation consistent with the law to otherwise qualified staff members and applicants with a disability and to staff members and applicants with needs related to their religious observance or practices. What constitutes a reasonable accommodation depends on the circumstances and thus will be addressed by Auburn Theological Seminary on a case-by-case basis.