



GRAPHIC DESIGN & SOCIAL MEDIA SPECIALIST

JOB DESCRIPTION

April 2024

Education Minimum: Bachelor's Degree

Qualifications:

- 3-5+ years experience in similar design and marketing work preferred
- Exceptional graphic design skills, including proficiency in Adobe Creative Suite (Photoshop, InDesign, and Illustrator)
- Proficiency and creativity in managing social media, particularly Instagram, Facebook, and YouTube
- Computer competency, including working knowledge of WordPress, Later, Emma, Asana, Microsoft Office, Google Workplace
- Team player with the ability to initiate as well as implement plans
- Timely in responding to calls and messages
- Willingness and ability to travel nationally and abroad, including 3rd world countries if needed
- Willingness and ability to adhere to JMI's policies and procedures
- Passion for taking the Gospel to the ends of the earth
- International missions experience a plus

Reports to: Communications Director (CD)

Status: Full Time, Nashville Campus

Major Responsibilities: The Graphic Design & Social Media Specialist will work to design assets and graphics that promote the cause and mission of JMI and manage the day-to-day running of JMI's online and social media presence.

Job Description:

Design Creation

- Work with the Communications team to produce graphics and branding for JMI's annual marketing strategy including email marketing, social media, and website
- Work with the Comms team to design graphics for all annual campaigns, Giving Tuesday, Year-end giving, Christmas catalog, etc
- Design graphics and assets for JMI events: Gala, Topgolf, Justice Shoot, and others
- Design templates for special mailings, donor and communication reports
- Produce designs for JMI merchandise and mission trips shirts
- Support design needs of other JMI departments

- Work with Comms team and outsourced designers on print materials

Social Media (Instagram, Facebook, YouTube)

- Work with the Communications & Content Manager (CCM) to develop an annual social media strategy plan that will build community and engagement
- Create design assets and video reels
- Source copy & editorial from CCM
- Maintain Social Media platforms daily, respond to posts and questions
- Post all social media content approx. several times a week for JMI (some scheduled through Later and some real-time posts)
- Engage with audience, track and develop growth
- Work with CCM to run ad campaigns
- Produce quarterly analytics and reports

Online & Website

- Update JMI website when needed
- Maintain the website regularly by deleting or deactivating old pages
- Design new landing page templates in conjunction with CCM
- Work with a Web maintenance company to keep all plugins updated and troubleshoot any issues that arise
- Work with the Donor Information Specialist on all giving/payment forms for website pages
- Work with CCM to grow online presence and online sales for JMI online store
- Work with CCM to produce quarterly analytics and reports
- Assist in maintaining a library of graphic and photo content on Canto that is easily accessible to all departments

Other duties as assigned.

Benefits:

- International travel opportunities to work with our offices in Moldova, Brazil, and Italy
- Paid time off
- Comprehensive benefits package, including health, vision, and dental insurance
- Remote work on Fridays, a flexible summer schedule, and extended paid time off at Christmas.
- Gospel-centered, team-oriented, and energetic working environment