

# TEAM ROLES | COMMUNICATION ARTS

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## Roles:

- Proofers, copywriters, content coordinators, editors and story hunters

## You might:

- Proof communication deliverables (print, Web, media, etc.) for typos, flow and context
- Look for opportunities to improve content to be more clear and pithy.
- Work a “beat,” hunting and capturing stories about what God is doing in and through the people of Granger Community Church.
- Serve as secret shopper, testing verbiage, pages and web sites to find the things that are broke or clunky.
- Transform content from “information” to “inspiration” through clever copywriting and editing.
- Edit print copy to be Web-friendly with bullets, word-count slashing and hyperlinks.

## Requirements/strengths/skills:

- Excellent verbal, written, and visual communication skills.
- Time-management mojo and the ability to multi-task.
- A strong voice of clarity and simplicity in design, messaging and way finding.
- Frequent and consistent email availability.

## Helps if you have:

- Finding typos and word count slashing on your list of hobbies.

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## Roles:

- Graphic, design and page layout artists

## You might:

- Brainstorm, either in a group or on your own.
- Work ahead of a team to scope out art direction and concepts, laying the ground work for a designer to take the ball and run with it.
- Work with a team or project manager to create design elements like series artwork, brand identities, stand-alone print elements, organization-wide campaigns, signage for physical locations, media releases, Web sites or presentations.
- Work on projects including, but not limited to, illustration, print, web graphics, 3D graphics, screen graphics, motion graphics, animation and photography.
- Encourage artistic development in the framework of a creative process.
- Handle a workload subject to frequent changes from other stakeholders on supporting teams (i.e., media, creative, teaching, web, etc.).
- Find the best places for fonts, icons, stock art, color palettes, and design inspiration.

## Requirements/strengths/skills:

- Real-world experience and a solid understanding of the tools of the trade (e.g., Adobe Illustrator, Photoshop, Dreamweaver, InDesign, etc.)
- Background in developing concepts from scratch or making good concepts better.
- A strong sense of design composition, typography, print processes, color formats and the like.
- Ability to find, design or arrange elements to isolate emotion and evoke a response.
- Able to sweat every pixel, but still understand the big picture.
- Strong creative and conceptual thinker able to make design decisions based on project objectives/goals.
- Thrive in environments where team input and ideas are welcomed *and* challenged.
- A proven track record of meeting deadlines and project objectivity (you don't give birth to your work).

## Helps if you have:

- A portfolio.
- Access to one or more tools of the trade on your own computer.
- Creative junkie tendencies (bad design makes your skin crawl and beautiful design puts a smile on your face).
- Knowledge of how to prepare different files for different applications (e.g., print production, Web, projector screens, etc.).

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## Roles:

- Digital advocates, web and mobile media technologists and statisticians

## You might:

- Manage, maintain or cultivate Web content (copy, video, podcasting, etc.)
- Develop mini-sites, mobile apps and content syndication processes.
- Maximize video content impact and scope with minor pre and post production editing.
- Balance form and function to make an average Web page great.
- Translate ideas and business requirements into functional specifications and designs.
- Watch, report, find and reveal statistical trends and treasures.
- Design graphics, banners, and maybe even some icons or illustrations.
- Break things (aka testing).
- Keep your eye on the latest trends (new technology) and be able to explain how it applies to ministry and our environment
- Serve as secret shopper, testing verbiage, pages and features to find what's missing or clunky.

## Requirements/strengths/skills:

- A passion for on demand/streaming video, mobile video and IPTV and content syndication
- Wicked awesome Web development, design or testing with the chops to take sites, page by page, div by div and make them look a little bit better every day.
- Understanding that the first goal in bringing a great web design to life is making life easier for online and mobile users.
- Value of function over form –always thinking “can we make that easier to use?”
- Geeked out working with and learning from other designers, developers and industry envelope-pushers.
- Self-motivated, driven and love of being on the cutting edge finding new technology and its usability quotient for ministry.
- Ability to dive into and clean up an existing design without insisting upon a massive from-scratch redesign. Wisdom of knowing when to stick with the basics and when to create something new.

## Helps if you have:

- Your own domain name(s).
- A passion for quality, client satisfaction and emerging trends in all media.
- A fair understanding of the basic principles of interface design and usability.
- Stickler reputation for semantic and well-structured HTML and CSS.
- Real world experience and access to tools of the trade (Adobe Illustrator, Photoshop, Dreamweaver, InDesign, WordPress, Facebook, After Effects, CSS3/HTML5, FBHTML, JavaScript, etc.)
- Brain tuned-in to cross-browser techniques and challenges.
- Familiarity with desktop and mobile Web UX conventions (touch & non-touch).
- Incredible work ethic, even when it's not so fun. You know what it means to buck up and grind through div, spans, tables and more, without complaint or supervision, and come back asking for more.

## Roles:

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- Online church experience coordinators and social media fire starters

## **You might:**

- Listen “real time” to online chatter for research and insights about felt needs, wins and misses inside and outside the church.
- Encourage and celebrate people by responding to questions and acknowledge comments.
- Equip people to help themselves and each other take steps toward Christ by sharing resources, scripture, message clips and next steps in context.
- Scan and publish quotes from the previous week’s service and/or Granger notes.
- Build community by providing safe, social environments in virtual spaces that inspire people to be real/honest about life and Christ's role in their physical spaces.
- Review the classifieds and prayer requests on Facebook and YouVersion.
- Strategize and advocate successful social media usage and features in their respective platforms.

## **Requirements/strengths/skills:**

- On the go, mobile, connected and passionate about using technology to engage people, foster community and encourage spiritual growth.
- Discerning, authentic, and down to earth.
- Full of energy and ready to tackle pretty much anything.
- Able to receive direction from multiple persons and effectively manage workload.
- Able to work in a fast-paced, interruption-prone environment.
- An excellent communicator.

## **Helps if you have:**

- A blog, Facebook or Twitter account.
- Experience with YouTube, Vimeo, YouVersion and *live.gccwired.com*.
- Ability to go it alone or pull in others depending on the circumstance.
- High speed internet at home.
- A smart phone, iPod touch or iPad.
- An e-friendly and outgoing human being who uses any or all online tools to enhance real life.
- Not only knowledge of what RSS stands for, but you can’t live without it.

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## Roles:

- Customer care zealots, administrative pros and project managers

## You might:

- Greet and assist guests at the front desk, online or special events.
- Respond to customer inquiries, in-person or via email.
- Handle invoices and assist with administrative duties, including answering phones, ordering supplies and uploading products to an ecommerce store.
- Coordinate events and meetings.
- Collaborate with various teams on strategy, marketing, guest services and other related needs.
- Give facility tours to other church leaders.
- Sell sponsorship opportunities for events.
- Coordinate the layout, editing and duplication of training materials and downloadable resources.

## Requirements/strengths/skills:

- Passionate about church unity and Kingdom-building tools that have a long-lasting impact on the Church at large.
- Detail oriented and well organized.
- Able to communicate with a wide array of coworkers.
- Incredible work ethic—even when it's not so fun. You know what it means to buck up and grind through a punch list or data entry pile without complaint or supervision, and come back asking for more.

## Helps if you have:

- To-do lists for everything and obsession with completing them.
- Disneyesque commitment to customer service and guest relations.
- Experience in sales, retail, marketing or project management.