

Creative Director

Job Description

Position Objective

The **Creative Director** will be the artistic and conceptual leader for all of Church Anew's resources, events, and communications. This new position will define and maintain a cohesive brand identity and aesthetic that is fresh, resonant, and inspiring to a wide demographic of Christian leaders. The Creative Director will guide the visual and thematic storytelling of our ministry, ensuring that all our products and platforms delight our audience and spark creativity, engagement, and spiritual renewal. This role is a vital partner to the Executive Director and Operations Director and will collaborate with a variety of contributors and specialists to produce a wide range of media.

The Creative Director will report to the Church Anew Executive Director.



About St. Andrew

Church Anew is a vital ministry of St. Andrew Lutheran Church in Eden Prairie, Minnesota, a congregation of the Evangelical Lutheran Church in America. Serving more than 7,000 members in the Twin Cities and around the nation, St. Andrew is moving our community to: “live out our faith in daily life.” Rooted in Christ, we are nurturing the future of faith by cultivating beloved community, encouraging faithful curiosity, and equipping all as servant leaders. St. Andrew Lutheran Church is an equal opportunity employer commitment to providing equal employment opportunities for all applicants and employees, regardless of race, religion, gender, national origin, sexual orientation, age, disability, marital status, or veteran status.

About Church Anew

In this ongoing season of disruption and decline of institutional Christianity, thousands of Christian leaders in North America from dozens of denominational affiliations trust Church Anew to guide them. Emerging change-makers and established national visionaries have been delivering weekly blog posts, email newsletters, virtual and in-person gatherings, and groundbreaking ready-made resources. Church Anew is filling a gap for ministry resources and seeing growth and impact on every marker. We now serve more than 1,500 congregations, 6,000 Christian leaders who have attended events or purchased resources, and a global audience of more than 750,000 unique visitors to our website. As a testament to our vitality, Church Anew is leading and partnering in three major initiatives funded by Lilly Endowment Inc.: (a) Compelling Preaching Initiative, in partnership with St. Luke's Episcopal Church in Atlanta to cultivate networks of BIPOC preachers; (b) Thriving Congregations Initiative to transform the trajectory of ELCA congregations over the next five years through resource generation and intensive coaching; and (c) Nurturing Children through Worship & Prayer Initiative to create resources that engage congregations in vital worship with children and support vocational development of children's ministry professionals. Rooted in a vibrant ELCA congregation at St. Andrew Lutheran Church, our ministry represents the rich diversity of North

American Christianity in race, ethnicity, age, gender, sexual orientation, perspective, socio-economic status, and education. Church Anew is an established leader and a trusted guide for diverse expressions of Christian practice across North America.

Responsibilities

Visualize and Tell the Story of a Church Anew

- Articulate and advocate for the need of Church Anew's vibrant ministry across a variety of platforms, throughout diverse ecclesial networks, and in the general public.
- Collaborate with design experts to establish and maintain a consistent and compelling brand identity and visual aesthetic across all Church Anew platforms, including the website, sales platform, social media, events, and published resources.
- Create a visual style guide and brand toolkit to ensure a cohesive look and feel for all internal and external communications.
- Collaborate with the team to ensure the Church Anew's fresh, bold, and faithful theological witness is expressed creatively and effectively.
- Actively develop new ways to tell the Church Anew story, grow our impact, and increase sales to achieve sustainability goals.

Produce Resources for Christian Leaders

- Manage and direct the production of high-quality multimedia content from initial concept through final delivery.
- Lead the creative development of all major resources, including blogs, videos, podcasts, and digital products.
- Build diverse and creative teams who express a fresh perspective on Christian faith that resonates with the real-life experiences of a wide demographic of denominational expressions and ministry contexts.
- Collaborate with Operations Director to process feedback on our resources to improve design, delivery, and impact; iterate design processes and products that ensure desired outcomes of the Christian leaders who rely on our resources.
- In partnership with Operations Director, manage intersecting and overlapping production and editorial timelines to deliver timely resources that are fresh and resonant across diverse Christian communities.
- Partner with a variety of consultants to create graphics, video, and design, to ensure that each of our resources showcase excellent production value and delight ministry leaders and people of faith.
- Recruit partners in synods, dioceses, publishing houses, and seminaries to host our events and spark growth in our network of Christian leaders and renewal among faith communities nationwide.

Curate Transformative Gatherings

- Curate in-person and digital events that enrich Christian leaders through meaningful connection, robust theology, abundant hospitality, essential skill-building, and vision for the church that is unfolding.

- Scout potential speakers and contributors, measure platform and potential event engagement, and establish a timeline for recruitment of rising voices and established speakers.
- Support Operations Director in engaging volunteer teams that carry out ongoing events work through St. Andrew Lutheran Church.
- Develop and sustain timelines for concept development, event marketing, speaker recruitment, hospitality planning, volunteer engagement, and event implementation
- Collaborate with Executive Director to support the recruitment of partners and sponsors to underwrite event expenses and support growth in attendance at each gathering

Spark Creativity for Major Grant Programs

- Support Operations Director with creative expertise in planning gatherings and convenings that delight and surprise every participant.
- Conceptualize and execute design sprints that connect vibrant thought leaders with challenges of sharing faith and inspiring children in Worship & Wonder.
- Integrate key learnings from Worship & Wonder into product and resources strategies that can be shared with a wide audience of congregations and Christian leaders.
- Integrate grant learnings and reports into cohesive messages to be shared across a variety of media to inspire and challenge Christian leaders.

Preferred Qualifications

- Master's Degree in theology, design, or production; or at least ten years of experience in congregational or other faith-based leadership
- Exceptional verbal and written communication skills
- Ability to present to a wide variety of groups including large audiences, webinars, public forums, and congregational settings
- Excellent organizational skills including proven track-record of managing multiple priorities simultaneously
- Intercultural competence, awareness of internal biases and commitment to building relationships across cultural, racial, ethnic, socioeconomic, gender, sexuality, and religious differences
- Demonstrated ability of developing, growing, and maintaining a platform that utilizes social media and other strategies to deepen engagement
- Experience with web-based media platforms and tools including blogging, video, and podcasting

Location: Hybrid (Remote with some regular in-person meetings and events primarily located at St Andrew Lutheran Church, 13600 Technology Drive, Eden Prairie, MN 55344.)

Pay range: \$85,000-\$95,000, DOQ with full benefits package

Full time

To apply, please submit a cover letter and resume to Amanda White at awhite@standrewlu.org by November 30, 2025. Any questions about Church Anew or this position can be directed to Pastor Matthew Ian Fleming at pastormatthew@standrewlu.org.