



**APEX BAPTIST CHURCH**  
Position Job Description

**Title:** Communication and Graphic Design Specialist  
**Dept.:** Communication  
**Reports to:** Communication Director

**Currently Held By:** Vacancy  
**Last Revised:** 5/4/2026  
**Salary:** TBD

**Status:** Full-Time

**Interaction with Children:** Required

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The Communication Specialist and Graphic Designer is responsible for serving the growing communication needs of Apex Baptist Church by maintaining a digital communication strategy and social media presence that helps people take their next step toward Christ.

As followers of Christ, we get to communicate the most important message in the world! The Communication Team develops the strategies for how our ministry meets people where they are and empowers them to take their next step. Our goal with communication here at Apex Baptist is to grow the Kingdom of God, not the kingdom of Apex Baptist.

**Primary Responsibilities:**

- Collaborate with multiple teams and ministries to execute communication strategies within each channel
- Oversee, collaborate, and create graphic packages such as sermon series packages, social media graphics, and the day-to-day graphic needs of the church
- Train and equip volunteers who assist with photography, social media, or design tasks.

**Social Media**

- Manage the church's social media presence by planning content calendars, creating posts, monitoring engagement, and responding appropriately for the main Apex Baptist channels and secondary ministry channels (Spanish Ministry, Students, Kids, Missions, and Village 127)
- Develop strategies to grow online engagement and reach new audiences through creative storytelling and platform-specific content.

**Sunday Experience & Worship Support**

- Provide graphic and communication support for Sunday services, including sermon slides, announcement graphics, and lobby screens.
- Collaborate with worship and production teams to ensure visual elements enhance the worship experience.

**Graphic Design & Visual Branding**

- Create high-quality graphics, layouts, and visual assets for worship services, sermon series, events, ministries, and digital platforms.

- Maintain and evolve the church's visual brand guidelines to ensure consistency across all print and digital materials.
- Design promotional materials including brochures, signage, event packages, digital ads, and presentation slides.
- Produce visual content that enhances storytelling and engagement, including motion graphics or simple video elements when needed.

### **Collaboration & Ministry Support**

- Serve as a creative partner to staff and volunteers, offering guidance on communication best practices and design standards.
- Support major church events (Easter, Christmas, outreach initiatives) with comprehensive communication and design plans.
- Train and equip volunteers who assist with photography, social media, or design tasks

Note: This job description is not exhaustive; the Communication Specialist may also be asked to perform other duties as requested by the Communication Director.

### **For bonus points:**

- Get excited about understanding industry trends and thinking about how the Church can leverage technology and platforms to reach more people for Christ

### **Qualifications:**

The successful applicant will have a breadth of education, experience, and skills that enable fulfillment of the responsibilities of the Communication and Graphic Design Specialist as summarized above. Preference will be given to those who demonstrate a genuine call to ministry and a true servant's heart with the following qualities:

- A mature and growing faith in Christ that serves as a model to those they lead. (1Corinthians 11:1)
- Highly collaborative style; experience developing and implementing creative ministry strategies.
- Excellent communication, interpersonal, and organizational skills, as well as the ability to multitask and manage time effectively.
- Proven ability to plan and complete projects from beginning to end.
- Degree in communication, media, graphic design, or related field preferred, or a minimum of 2-3 years of experience in communication or web design and development.
- Action-oriented and displays focus, passion, and initiative. Takes appropriate action when action is needed.
- Relates well to all kinds of people, builds effective relationships, and communicates effectively both interpersonally and in corporate settings.
- Organized, creative thinker, and highly productive, working in a fast-paced environment.
- Committed to improvement, seeks collaboration and feedback, understands strengths and weaknesses.
- A self-starter who is adept at identifying strategies to overcome growth barriers in life and ministry.
- Full agreement with the doctrinal position of Apex Baptist Church.

### **Application Process**

To apply, please submit all the following documents to Apex Baptist Church:

- Cover letter outlining your interest and qualifications for the position

- Current Resume
- Portfolio
- References