



## SLU Team Member Search 2025

---

### Job Opening: SLU Creative Director

- Are you passionate about seeing this generation of young people rise to the call of leadership and live out their faith with excellence?
- Do you have previous experience in the field of production and video editing?
- Are you obsessed with great storytelling, design craft, and the details that matter?
- Do you feel energized by walking alongside a small team of people committed to setting each other up for success?

If you are an exceptional communicator with an eye for design and have a way with words, then this unique position just might be right for you! This full-time position is located in Orlando, Florida.

### Creative Director Responsibilities:

As SLU's **Creative Director**, you're not just a part of SLU's creative team—you're a storyteller, a dreamer, and a doer. The Creative Director guides all projects and is responsible for the overall quality of work produced by the marketing and resourcing divisions of the SLU ministry.

You'll be the guiding force behind all things creative, shaping our brand voice, visual identity, and campaign execution across multiple channels. You'll collaborate closely with marketing, design, product, and program elements to ensure every touchpoint feels intentional, inspired, and unmistakably *us*.

The primary responsibility is to serve on the SLU creative team in the production of all marketing, video, and event collateral. You should have a strong understanding of industry trends and creative tools such as Adobe Creative Suite. Experience performing or managing a range of creative positions, such as graphic designer, art director, video director and copywriter is important. Stellar communication, presentation, problem-solving and project-management skills is essential. The ability to inspire creativity and work well with varying personality types, all while juggling various projects is an important skillset.

### What You'll Do:

- Ensure visual and media communication and brand standards of SLU are met while also staying ahead of cultural, design, and digital trends to keep our brand modern and relevant
- Manage the creative process of SLU from concept to completion.
- Lead the creative team efforts in the area of the production of all marketing collateral, video creations, and event materials (to include keynotes, bumper videos, program booklets, and event collateral pieces).
- Lead the weekly editing of the Chasing Elephants Podcast (editing audio and video elements)
- Serve as visionary for Resourcing Division for SLU and manage initiatives such as Chasing Elephants Podcast, YouTube, Website, and Blog to resource our audience with content outside of the spring and summer program seasons.
- Support the marketing strategy for SLU and YPS and other SLU ventures under the leadership of SLU's Marketing Director. Areas of focus include but are not limited to:
  - Creatively assist in the development of a full annual marketing campaign to ensure SLU branding remains consistent and powerful.

- SLU's social media calendar and online engagement strategies.
- Creation of online marketing opportunities (sponsorships, dedicated e-blast, ads, etc.).
- SLU's Marketing campaign for each program (design work may be outsourced) to include but not limited to:
  - Catalogue of SLU Programs
  - YPS Events Catalogue and Event Guide
  - 101 Promotional Pieces
  - Invitations/ Postcards for all Programs
  - School of Leadership Curriculum
  - Corresponding digital/online pieces to ensure uniformed branding message
  - Bi-Annual Board Reports
- Serve collaboratively alongside SLU's Team in challenging the process regarding event settings and attendee experience for both live and virtual events.
- Work with the Marketing Director to design and implement SLU's Donor Development Efforts and help expand engagement and impact.
- Develop incentive programs to maintain program retention.

#### **Who You Are:**

- A natural leader and creative thinker with a bold vision
- An exceptional communicator with an eye for design and a way with words and visual story telling
- Equal parts conceptual and executional—you can dream big and deliver flawlessly
- Comfortable navigating fast-paced environments, tight timelines, and shifting priorities

#### **What You Bring:**

- A Bachelor's Degree or higher in marketing, advertising, video editing or communications or similar is preferred.
- A strong portfolio that showcases brand-building campaigns, design systems, and multi-platform content
- Past work experience as a creative director, marketing coordinator or similar role is required.
- Experience performing or managing a range of creative positions, such a graphic designer, art director, video director and similar positions.
- A comprehensive knowledge of the process and skills needed for the creation and distribution of Podcast episodes upon all key platforms.
- Experience working across digital, print, social, and video formats
- Proficient in full Microsoft Office suite, especially Excel, Adobe Suite, InDesign, Photoshop and Illustrator, and be comfortable with using Mac operating systems.
- Working knowledge of HTML and design and email software.
- Individuals need to be creative, innovative, and skilled in working with creatives while assisting them to meet deadlines.
- Ideal candidates for this position are those that are passionate about developing programs that are designed to cultivate and equip students and those that lead them to think big thoughts, dream big, God-sized dreams and lead with intentionality and purpose.
  - They must be self-starters and have the ability to multi-task projects and adapt to change.
  - They must be dependable, take initiative and have a great attitude.
- Candidates should only apply if they are excited about SLU's [Statement of Vision](#) and are passionate about assisting our close-knit team in carrying out this vision.

#### **Position Compensation and Benefits:**

- *Compensation:* Compensation will be commensurate with experience and education level, paid twice monthly (15<sup>th</sup> and 30<sup>th</sup>).

- *Health Insurance:* SLU provides coverage for employees through Guidestone Resources (Blue Cross-Blue Shield). SLU does not pay for the coverage of spouses or dependents at this time, but you can elect to pay for it yourself through payroll deduction. It is a pretty robust plan with the best national/international coverage.
- *Vacation:* You will be fully vested on day one of your new role and will be offered 10 days of vacation, of which no two consecutive weeks are to be combined in your first twelve months of employment.
- *Benefits:* Quarterly staff development trainings, yearly stipend for personal development and time management tools, and opportunity to impact thousands of students and youth pastors' lives through this ministry.

**How to Apply:** If you believe you are a good fit for our team, please email your resume and cover letter to [jobs@studentleadership.net](mailto:jobs@studentleadership.net), note the position you are applying for and click [here](#) to fill out the pre-interview questions.

**If Interview is Scheduled:** If an interview with SLU is scheduled, applicants will be asked to submit a sample of their work for the project below.