**Creative Director - Objectives**

**OBJECTIVE EXAMPLE SAMPLING**

**Service Production:** Lead and direct the Creative Team in the development, execution and production of celebratory, diversly connecting and relevant services that are intergenerational - 52 Sundays and 52 Wednesdays On Time and On Quality that cause growth to \_\_\_\_\_ members by December 2016.

By setting goals, direction and expectations. QC and Approval processes

* Creative Producer: Lead and direct the Creative in fullfiling his/her objectives, and develop as a staff member with 10-12 personl monthly coaching meetings.
* Series Launch/Big Idea meetings: Set direction, goals and expectations with 10-12 well prepared Series Launches including all services and or events of the month.
* Small Smart Creative Team Meetings: Lead 45-50 small smart creative team meetings per year that have a collaborative environment giving free flow to creative ideas to be planned, prepared and executed through the CTeam.
* Meetings with Lead Pastor: Plan and prepare a weekly 2 1/2hour well prepared, productive, creative and visionary approval meetings for the Lead Pastor (as his schedule permits). That provide him with all the service, event, marketing and creative elements as well as the TV show so that he can clearly see and assess the track, pace and quality of the Creative Team production that start and end on time and have no less than 100% - 90% (green) approval rating of a well prepared meeting.
* Wednesday Night Series Design: Research and propose 10 relevant Wednesday night series and schedule the all members of the teaching team that provide relevant and timely subjects that fit the flow of the church season and unique emphasis resulting in increased attendance.
* Sunday Series Research: Provide the Lead Pastor with study material proposals (books and video/audio sermon series) 8-10 wks prior to series for Sunday series development where he feels no less than 100% - 95% equipped.
* Creative direction and approvals of all Sunday Wednesday Services, Series and Special Events requiring Creative Team Production: Assure there is Creative Team involvement with clear expectations for solid planning, practice, production and execution for all planned special services/events as well as any unplanned special service/event or special elements or emphasis assigned per pastor and the promotion thereof that have well set expectations and are approved no less than100% - 90% on Quality. ( Including but not inclusive of: marketing and promotion, design packaging for print and video, creative elements, set designs, service design and order and the communication thereof)

Major events and emphasis such as:

* 10 Sunday series packages per year
* 10 Wednesday packages per year
* July: July 4th
* Aug: Back to School Sunday / Small group launch
* Sept: Back to Church/FFC Anniversary (growth month) / SC National Round Table
* Oct: Kid Day
* Nov: Stories of Thanks
* Dec: Grateful Campaign / Christmas Celebration
* Jan: New Year / Small group launch / SC National Conference
* Feb: Valentines Day / Womens Conference
* March: Grace Empowered Giving
* April: Easter Experience
* Other events as assigned

Support events/services:

* + Significant Church Exchange
  + VISD Annual Event
  + Weddings
  + Funerals
  + Faith Academy Events
  + Heart for the House
  + Your Next Move
  + Womens’, Mens’, family or Marrage events
  + Other Events as Assigned

|  |  |  |
| --- | --- | --- |
| Frequency | Time | Duties to meet Goals |
| Daily | 1 | Emails and Communications |
| Weekly | 1 | Base Camp and/or Planning Center |
| W | 1.5 | Creative Meetings with Team (Thurs) |
| W | 2 | Creative Team with Pastor Jim (Thurs) |
| W | 1 | Creative Team objectives inspection (Tues) |
| W | 2 | Service, Project Development / Series Research (Tues / Fri) |
| W | 2 | Service Run-Through (Thursday) |
| W | 3 | Prepare weekly CTeam meetings w/ both team and Pastor (Tues) |
| W | 2 | Consulting / Directing / Approvals - (Tues, Thurs, Fri) |
| W | 1 | Pre / Post service duties / meetings (Sunday) |
| Mothly | .25 | Series research communication with volunteers (Books, videos, etc) (Tues) |
| M | 2 | Wednesday series development oversight and communications (Fri) |
| M | 1 | Coaching mtg Creative Producer (Tues) |
|  |  |  |
|  |  |  |
|  |  |  |

OBJECTIVE #2

Worship: Set the clear expectation for the worship staff to plan, prepare and execute On Time On Quality fulfilment of their objectives. Assure the worship department is providing creative worship sets that stay culturally relevant and fresh with new songs, creative transitions, scriptures, talking points and engaging vocalists within 52 worship sets for Sundays and Wednesdays as well as special services and events

* Oversee 45-48 weekly rehearsals/run-throughs for tweaks and approvals.
* 10 -12 Monthly coaching meetings

|  |  |  |
| --- | --- | --- |
| Frequency | Time | Duties to meet goals |
| W | 1.5 | Service Run Through (Thurs) |
| W | .25 | Approvals (Thurs in service production approval time) |
| M | 1 | Coaching Meetings ( Mike Wed) |
|  |  |  |
|  |  |  |

OBJECTIVE #3

Technical Departments: (Media, Lighting and audio) Set timely clear expectation for the technical staff to plan, prepare, and execute On Time On Quality production and execution of the technical objectives that support the 52 weekly Sunday/Wednesday services as well as all special events/services with good dashboards, communication and coaching thereof.

* Set Design: Give input and approval to the 8 different set designs in 2015-2016 with no less than 100% - 90% quality rating.
* Audio: Give feedback to weekly service and special event audio: Online, TV show, live service and video production in conjunction with the lead pastor’s assessment to stay on quality with 100% - 90% approval rating through weekly communication and monthly coaching meetings.
* Media:
  + TV Show: Provide edited transcripts of each sermon pastor preaches by Thursday morning after each Sunday sermon that has 100% - 90% cut approval per lead pastor. And assure the air schedule is 100% approved quarterly as well as each TV show release with 100% -90% approval prior to air for an increased result to 3 rating by April 2016.
  + Website: Oversee website production and development stays current, fresh and informative of the FFC services and event calendar updates on time and on quality by weekly review and feedback through basecamp tasks.
  + Creative Design, Elements, Videos and Links: Oversee and approve the final product of service creativity for all screen/video elements through weekly reviews and service run-throughs letting nothing under 90% quality approval in the service order.
    - Assist in all shoots with Pastor Jim as assigned
    - Interview for all testimony shoots plus 4-6 for the stories of thanks
  + Digital Sign: Spot check the sign weekly with feedback. Approving all sign development plans weekly to reflect all current activity, emphasis, accuracy and marketability
  + Coaching: Assure the TD is conducting monthly coaching meetings with all three media staff. As well as personally reaching out for monthly quick connects with the 3 media staff.
* Lighting: Approve main service weekly and special service/event lighting through the TD and weekly service run-throughs approving nothing under 100% - 90% on time and on quality and giving feedback to the TD thereof.

|  |  |  |
| --- | --- | --- |
| Frequency | Time | Duties to meet goals |
| W | 4 | Edit sermon Transcript for TV (Wed) |
|  |  |  |
| W | 1 | Watch TV show for approval and give notes (Thursday) |
| W | .5 | Spot Check live stream service and notes to staff (Wednesday) |
| W | .5 | Approvals (Videos, art, screens, lighting, web, sign) (Thursday) |
| W | .25 | Check web (tues) |
| W | .5 | Watch Link , Consulting and approvals (for Link) (Tues) |
| W | .25 | Spot Check Web (Tues) |
| W | .25 | Spot Ck Sign schedule (thurs) |
| M | 1 | Coaching Meetings for Tech team (Tues) |
| SM | .25 | Africa Show Checks Quarterly (Aug, Nov, Feb, May) |
| SM | .25 | Approve Air Schedule (Bi-Annually in May, October) |
| SM | 8 | Assist in testimony shoots for Stories of Thanks (November) |

OBJECTIVE #4

Publications: Set timely, clear expectations for the publication staff member to plan, prepare and execute On Time On Quality fulfilment of the publication objectives.

* Assure 90% quality approvals on all creative print pieces that stay within our image and branding, are culturally relevant and fresh for all Sunday and Wednesday pieces as well as special services and events from the FFC master calendar and creative assignments as well as departmental support pieces.
* Conduct 48-50 weekly approvals and 12 monthly coaching meetings.

|  |  |  |
| --- | --- | --- |
| Frequency | Time | Duties to meet goals |
| W | .25 | Approvals – all print pieces (Thursdays) |
| M | 1 | Coaching Meetings for Publications (Tues) |
|  |  |  |
|  |  |  |
|  |  |  |
| Total wk | .5 |  |
| Total Mo | 1 |  |
|  |  |  |

OBJECTIVE #5

Communications/Marketing: Set timely, clear expectations for the Communications staff member and Cteam to plan, prepare and execute, creative writing for all communications, internal marketing strategy and Social media that is On Time On Quality for the fulfilment of their objectives. And assure the church is provided with creative strategic church-wide internal and external marketing that stay within our image and branding, and the heart/vision of Pastor Jim and/or FFC… are culturally relevant and fresh drawing 10 % increased visitor flow and 10 % increased social media traffic.

* Conduct 48-50 weekly communications department approvals for 90% on quality (writing, social media, internal (link) strategy)
* Conduct 12 monthly coaching meetings.
* Set the expectations for and collaborate in the development of a church-wide full-color magazine proposal with budget beginning November 2015 (for the Communications staff objective goal of Easter 2016)
* Provide a 2016 annual external Marketing strategy proposal by October 2015 for initiation January 2016
  + TV advertisement contracts through the media department
  + Social media plan
  + Web
  + Print ads (including the advocate, mailers, magazines)
  + Billboards
  + Other

|  |  |  |
| --- | --- | --- |
| Frequency | Time | Duties to meet goals |
| W | .5 | Link approvals strategy and tweaks (for writing) (Friday) |
| W | .25 | Approve all writing (All social media, internals and external marketing and communications, pastors article) (Thursday) |
| M | 1 | Coaching meetings for writer (Tues) |
| M | 1 | Marketing Strategy Meeting (Fri) |
| SM | .5 | Approve TV and other Contracts (KAVU, FOX and Victoria Advocate / Discover magazine) marketing contracts (May) |
| SM | 1 | Full color Church Magazng Planning Meeting |
| W | 2 | Vision Time |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |