

JOB DESCRIPTION

Date Written or Revised: July 2026

Title: Creative Services Coordinator

Supervisor: Director, Strategic Engagement & Communications

Job Status: Contract

Primary Purpose

The creative services coordinator is responsible for developing and maintaining the visual assets that support the organization's marketing, communications, engagement and branding efforts. This position creates compelling graphics, digital content, promotional materials and branded assets that increase awareness of organizational programs, strengthen audience engagement and support performer growth and merchandise sales.

Working closely with the director of strategic engagement and communications, the creative services coordinator serves as the organization's primary visual designer, ensuring consistent and professional presentation across all communications channels.

The position plays a critical role in helping the organization increase visibility among prospective performers, strengthen community engagement and enhance the overall perception of the Convergence Performing Arts, Inc. brand. These responsibilities align with the organization's goals of increasing awareness, growing participation and expanding engagement through digital platforms.

Key Responsibilities

Graphic Design & Brand Support

- Design promotional materials for auditions, events, performances, educational programs and organizational initiatives.
- Create graphics for social media, websites, email campaigns, digital advertising, presentations and printed materials.
- Maintain visual brand standards across all communications.
- Develop reusable templates and design systems that improve consistency and efficiency.
- Support seasonal marketing and engagement campaigns through creative asset development.

Social Media Content Design

- Design graphics, animations and visual assets for social media platforms.
- Create content optimized for Facebook, Instagram and emerging platforms.
- Develop visual content that supports audience growth and engagement goals.
- Assist with content preparation and campaign launches.

Merchandise Design

- Create artwork and graphics for apparel, souvenirs, promotional items and merchandise initiatives.
- Collaborate on merchandise concepts and seasonal product releases.
- Prepare production-ready artwork and files for merchandise vendors.
- Ensure merchandise designs align with organizational branding and marketing objectives.

Visual Storytelling

- Develop creative concepts that highlight performers, programs, alumni, staff and organizational impact.
- Create visual assets that communicate organizational values, culture and mission.
- Support storytelling initiatives that increase awareness, engagement and community connection.

Website & Digital Asset Support

- Create website graphics, banners, landing-page assets and digital promotional materials.
- Support website updates related to branding and visual design.
- Develop creative assets for email marketing and digital advertising campaigns.
- Ensure designs are optimized for web and mobile viewing.

Creative Asset Management

- Maintain an organized library of logos, templates, illustrations and brand assets.
- Manage project files and creative archives.



- Ensure staff and volunteers have access to approved visual resources and templates.
- Assist in maintaining brand guidelines and design standards documentation.

Qualifications

Required

- Demonstrated experience in graphic design, visual communications, marketing or creative services.
- Proficiency with Canva, Adobe Creative Cloud or similar design platforms.
- Strong understanding of branding, layout, typography and visual communication principles.
- Experience creating digital content for social media and marketing campaigns.
- Strong attention to detail and organization skills.
- Ability to manage multiple deadlines and projects simultaneously.
- Individual must have and maintain a non-expired Level One Identity Verified Prints (IVP) Fingerprint Clearance Card.

Preferred

- Experience in nonprofit, performing arts or educational organizations.
- Experience designing apparel and merchandise.
- Familiarity with social media content trends and platform requirements.
- Experience creating designs for both digital and print applications.

Compensation

This is a 1099-contractor position. Compensation will be on a per-deliverable basis.

Convergence Performing Arts, Inc. does not discriminate in employment on the basis of race, color, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other non-merit factor. Convergence values and celebrates diversity and inclusion as it promotes greater collaboration and innovation leading to enhanced opportunities for the organization's stakeholders. Convergence is proud to be an Equal Employment Opportunity (EEO) Employer.

