

## **DIGITAL CONTENT CREATOR**

Classification: Full Time – Exempt

Reports To: Pastor of Events and Business Development

Date: March 2, 2021

### **JOB DESCRIPTION**

The Digital Content Creator is responsible for creating and managing high quality content, inspiring videos, and photography for various digital platforms. The content creator will be responsible for the creation of videos, photos, and graphics that promote Summit Christian Center and our brand. They will be responsible for all phases of content creation to include concept, creative, shooting, editing, and converting for use in marketing and social media.

### **RESPONSIBILITIES AND DUTIES**

- Produces weekly high-quality, creative videos and photos with high-quality audio, lighting, editing, and graphics
- Oversee all pre and post-production for digital content creation, including production timelines
- Create shot-list, storyboards, and asset deliverable expectation for calendared shoots
- Capture, edit, cut, and build videos to create cohesive story 15, 30 and or 60 second spots on social sites
- Leads the charge for capturing and sharing stories of life change happening in and through our church that highlight the story, mission, and purpose of Summit.
- Capture footage of church-wide events, outreach, etc.
- Maintain well-organized video archive
- Stays relevant of current and emerging trends in video production, story-telling, and photography.
- Shoot and edit monthly Chosen podcast
- Responsible for writing titles, description, captions, and tags for photos and videos
- Lead, recruit, and train volunteers for photography and video

### **COMPETENCIES**

- A Commitment to the mission and vision of Summit
- A heart for the church and a passion to use media to reach others
- Self-motivated, strong creative drive with attention to details.
- Should be able to multi-task and deal with pressures of multiple deadlines
- The ability to work collaboratively with a creative team
- Ability to manage priorities, work independently and work well with a team.
- Possess a “can do” attitude.
- Organized, creative tinker, and highly productive in a fast- paced environment
- Action-oriented and displays focus, passion, and initiative. Takes appropriate action when something needs to be done.

## **POSITION TYPE/EXPECTED WORK HOURS OF WORK**

This is a full-time position days and hours of work are generally Sunday - 8 am-1 pm, Monday through Thursday – 8 am-5 pm. Days and hours can vary with special events.

## **SUPERVISORY RESPONSIBILITY**

Supervises photographer volunteers.

## **WORK ENVIRONMENT**

This job operates in a professional office environment.

## **PHYSICAL DEMANDS/REQUIREMENTS**

- This position requires standing, walking, bending, kneeling, stooping, crouching, crawling and climbing.
- Must be able to remain in a stationary (sitting or standing) position for an extended period of time up to several hours at a time
- Must be able to push or pull objects and carts when needed
- Frequently lift, move, and maintain technical equipment – some weighing more than 30 lbs.
- Must be able to move objects horizontally, from position-to-position
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.
- Required to have close visual acuity to perform an activity such as, but not limited to:
  - Viewing a computer screen
  - Reading written documents
  - Determining accuracy, neatness, and thoroughness of the work assigned or to make general observations of event structure and layout
- Subject to both inside and outside environmental conditions
- Subject to concert level noise.

## **TRAVEL**

Occasional local travel in privately-owned vehicle to shoot video/photography for outreach events and other special promotions for Summit

## **REQUIRED EDUCATION AND EXPERIENCE**

- Degree in film, media, photography or a related field; or at least 1 to 2 years' experience in video and online production
- Proficient in Adobe Creative Suite, including Premier Pro, and Photoshop
- Knowledge of DSLR Cameras
- Technical knowledge of all aspects of video editing, including importing content, working with a variety of compression formats, basic audio mixing and exporting to different digital media formats
- Must have knowledge of commonly used concepts, practices, and procedure in video production, graphic design, and storytelling
- Proven ability to take projects from beginning to end (concept to production to final edit)

- Excellent written and oral communication skills
- Organized and able to effectively manage time and multiple projects
- Experience in video directing, shooting, producing, and editing
- Experience taking professional-grade photos
- Proficient with social media platforms like Youtube, Facebook, and Instagram

**PREFERRED EDUCATION AND EXPERIENCE**

- High school diploma or GED diploma
- Experience working for or with non-profit organization
- Experience working closely with the marketing teams to develop and produce creative content (photo, graphic, and video) for brand use across channels

**ADDITIONAL ELIGIBILITY QUALIFICATIONS**

Must be eligible to work in the US

**OTHER DUTIES** Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

**SIGNATURES** This job description has been approved by all levels of management:

Manager \_\_\_\_\_

HR \_\_\_\_\_

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee \_\_\_\_\_ Date \_\_\_\_\_