

PRIMARY OBJECTIVES

The Content Producer is responsible to produce high level engaging content that reflects the stories of the people in or around Village Church and the impact God is having through Village Church ministries. This content is specifically storytelling videos, and written stories with photos, ministry highlight/feature videos, and short in-service video stories.

Reports to: Communications Manager or Executive Pastor, Creative
Direct Reports: Video Media Leader

DEMONSTRATED QUALITIES/SKILLS

The Content Producer demonstrates these characteristics:

- Initiative - to pursue story leads and turn them into content
- Outgoing - to interact with a lot of different people
- Creative - able to tell a good story, understand what makes a story compelling
- Organized – attention to detail and able to manage many contract and freelance relationships

RESPONSIBILITIES

- To search for, discover and follow up with story leads
- To manage a collective of freelancers, contractors, and volunteers to produce content deliverables
- To play a leadership role in creating and directing stories, writing copy and scripting as necessary
- To ensure that content is produced, applied, and up to date through various channels
- Takes ownership of inviting new people to serve on a regular (weekly) basis
- Committed to thanking at least one volunteer on a weekly basis
- Intentional in pursuing relationships with un-churched people

KEY RESULTS

- A high quality video or photo story is produced every two weeks
- A short video (1-3 min) story suitable for in-service playback is produced at least monthly
- Regular ministry feature video content is produced monthly
- A collective pool of videographers, writers, interviewers, and photographers is formed and led where they understand and serve Village's needs effectively
- Various channels where content is presented is done at a high level and is up to date

WORK WEEK

- 40 Hours (Flexible)