



JOB DESCRIPTION

JOB TITLE:	Content Creator
DEPARTMENT:	Storytelling and Communications
REPORTS TO:	Communications Manager
EFFECTIVE DATE:	
CLASSIFICATION:	Exempt

POSITION SUMMARY: The Content Creator produces a variety of multi-media stories—writing, photography, video—to highlight the work and impact of the Foundation. This position manages the Foundation’s 23 social media accounts, designs content for its 10 websites, and engages as needed in design, production, messaging, and quality control of public-facing and employee-facing communication projects across the organization. The Content Creator interfaces directly with a range of personnel on communications projects, program branding, visual identity, and messaging strategy, ensuring efficiency, consistency, excellence, and on-time delivery in keeping with our high brand standards. This position creates content in the Foundation’s voice for a range of external and internal platforms, subject to approval from senior directors.

PROGRAM MISSION: The Storytelling and Communications team serves our programs by crafting memorable, quality content that reinforces our brand, inspires and engages our constituents and employees, and educates the broader public on the Foundation’s mission and ongoing work. Our team executes both internal and external communications across a variety of channels including print, mobile, video, web, email, and merchandise.

ORGANIZATIONAL VALUES: Rooted in our Christian faith, daily work reflects the values of Hospitality, Stewardship, Unity, and Excellence.

ESSENTIAL FUNCTIONS:

- Create content for all Foundation programs, coordinate social media contractors, and support the LLYC Media Team; support the Sprout Social team
- Develop, design, and schedule content for the main Foundation social channels
- Capture, edit, and publish short-form and long-form video content
- Review analytics and measure the effectiveness of individual stories and channels under the guidance of a senior director
- Develop, design, and publish content (written, audio, video, visual) for the Foundation’s quarterly magazine/website, as well as on program websites, adjusting voice and tone as appropriate
- Produce internal and external email newsletters on behalf of program directors
- Support the training of other program staff on specific tasks such as email newsletters, social media, and web systems
- Handle confidential information and engage audiences and stakeholders with discretion

QUALIFICATIONS:

- Bachelor's degree from an accredited, four-year university in an applicable field preferred
- Minimum three years' related experience in video production, social media management, or closely transferable profession
- Experience in Canon and Adobe Lightroom and Premiere Pro preferred
- Experience in Microsoft Suite, Google Suite, Adobe Creative Cloud, WordPress, email marketing platforms, and social media platforms
- Working experience in MailChimp and Sprout Social required

COMPETENCIES—Knowledge, Skills, and Abilities:

- Excellent communication skills: verbal, written, visual, video, and presentation
- Ability to capture, edit, and manage high quality photos
- Ability to capture, edit, and manage high quality video
- Knowledgeable in best practices for social media, narrative, and multichannel storytelling
- Analytical and detail-oriented
- Ability to work independently and in a dynamic team setting
- Self-starter who anticipates and identifies problems and takes necessary corrective action in collaboration with appropriate stakeholders
- Effective time management in a fast-paced environment with changing priorities
- Ability to use discretion and maintain confidentiality

WORK ENVIRONMENT & PHYSICAL REQUIREMENTS:

Mental and Physical Demands

Maintain emotional control under stress; work with interruptions and deadlines; walking, standing, stooping, bending, pulling, and pushing, use hands and fingers for typing and to handle controls; reach with hands and arms; occasional: lifting/carrying, pulling/pushing 10-30 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Environmental Factors

Occasional exposure to biological hazards (communicable diseases, bacteria, insects, mold, fungi, etc.). Occasional exposure to weather related conditions when working in outside environment and events. This job operates primarily in a professional office environment mainly in Kerrville, Texas. Will experience occasional outdoor responsibilities. Must be able to work between camp and office facilities on uneven terrain, as needed. Some weekends required.

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EMPLOYEE SIGNATURE

DATE

MANAGER SIGNATURE

DATE