

Position Description Content Creator

Summary

The Content Creator position coordinates and produces creative media and storytelling content to help drive the mission, vision, and culture of Christ Fellowship as one church, two languages. This position will work within the Communications Department and support Christ Fellowship ministry initiatives.

This position is for someone who is passionate about making a difference through the power of story in cross-cultural ministry. The employee is responsible for collaborating with ministry leaders, gathering information, and crafting and executing stories that illustrate Christ Fellowship's mission and vision in our English campus. The employee oversees all story content creation across multiple mediums, including social media, film, podcasts, blogs, etc. The Content Creator will coordinate with our videographer and ministry leaders to capture stories for our English campus, working closely with a Spanish Content Creator to align with our Spanish campus. This employee leads our social media team to drive the overarching content strategy, ensuring the Christ Fellowship story is communicated effectively and cohesively, using the various social media tools and tactics available.

This is a part-time position. As such, the employee is expected to manage their workload and time with his/her supervisor. A typical workweek for this position is 20 hours, with the expectation that most of the work will be completed in the office.

Working Relationships

This position reports to the Communications Director, and works closely with the communications team. This position establishes, manages, and supports Communications volunteers and contractors in overseeing and addressing responsibilities in our English campus. This role requires regular attendance at Christ Fellowship services and events, and is expected to be an active member of our church family.

Key Responsibilities

- **Oversees the story creation process:** Collaborates with ministry leaders to identify life change stories, interviews story subjects, outlines story flow, determines best story format (video, photo, written, on-stage, podcast, etc.), plans publishing opportunities and timing across available channels (websites, email blasts, mobile app, social media accounts, etc.).
- **Social media team:** Drives overall content strategy for English campus social media presence, drives monthly social calendars forward, and ensures content is created and scheduled on time.
- **Leads English social media content creation:** Creates videos for Reels and YouTube Shorts, works with copywriter to craft appropriate CF tone and voice, and coordinates with Graphic Designer to develop images and graphics as needed.
- **Coordinates story video projects:** Schedules video shoots with videographer and other participants, identifies and books filming locations, works with videographer throughout editing process to craft the story as envisioned.
- **Supports digital ministry:** Works with digital ministry lead to develop effective strategies for English YouTube channel, including content ideas and execution, establishing and enacting best practices for all publicly published content, and ensuring consistency across all CF digital/social platforms.



- Perform other duties as assigned by the supervisor.

Preferred Skills and Experience

- Strong written communication skills, with the ability to write creative, engaging content (short- and long-form).
- Working knowledge of Adobe Premiere Pro, Premiere Rush, or other social media video editing tools.
- Experience managing brand social media and YouTube channels.
- In-touch with current social media trends and platforms.
- Ability to manage multiple projects at once, with special attention to detail.
- Experience conducting interviews and building relationships with others.
- Willingness and desire to learn new skills and try new things.

Work Environment and Physical Demands

This person must be able to exchange accurate information when working with others, think critically and act logically to evaluate situations, solve problems, and make sound decisions. He/she must be able to operate a computer, read and comprehend information while researching, or other activities throughout the day, and remain stationary at least 50% of the time. He/she must be able to move about the facility to meet with people. He/she must also be able to lift up to 30 pounds and maneuver it (i.e. twist, push, pull, etc.) and be able to move heavy loads by hand and other similar actions periodically.