



NEW LIFE RANCH

FULL TIME

Creative Content Producer

JOB OVERVIEW

The Creative Content Producer should, first and foremost, have the desire to create! The manner of how that creative spirit manifests itself isn't nearly as important as the desire to tell stories through visual mediums (preferably graphic design and/or video). While it is not imperative that the CPP have the skill set of both graphic design and video production, they will preferably have some experience in both and be eager to grow in both skill sets. On-the-job training and assistance is available.

YOUR RESPONSIBILITIES

- Ensure content is created to tell the stories of New Life Ranch through video, graphic design, and social media.
- Work with the Marketing Team to develop and implement a strategy and schedule for content.
- Maintain and manage brand consistency for all creative content.
- Manage creative projects for different ministries through Airtable.
- Hire and manage hourly staff/agencies for creative projects that can't be fulfilled in house.
- (Pending) Manage and supervise an internship for creative production students.
- Hire, lead and coach the seasonal Summer Media Team at both sites to ensure the quality of story telling for Summer Programs, and the development of those summer staff.

AS A PART OF FULL TIME STAFF

You embody our core values.

- Biblically based - Be committed to following Jesus, investing time in your spiritual growth.
- Focused on relationships - Be an encouraging and engaged member of our staff.
- Service to others - be open and excited to assist other departments when available.

You pursue growth. This could look like meeting with a mentor, engaging in our staff development model, attending conferences, or learning new job related skills.

EDUCATION & EXPERIENCE

A minimum requirement of a college degree in either graphic design, video production, digital media, strategic communications or related area of study, and a practical knowledge and/or experience in the field as deemed necessary by the Marketing & Communications Coordinator.

GENERAL QUALIFICATIONS

- You are a skilled written and visual communicator.
- You have strategic organizational skills that include attention to detail and project management.
- You love to learn and collaborate.
- You take initiative in your work, and set goals to track your progress.
- You are comfortable managing and coaching direct reports in projects and their development.
- You exhibit Christlike character and professionalism through interactions on the phone and in person.

CREATIVE CONTENT QUALIFICATIONS

- You are proficient in either graphic design or video production (both is preferable), and are eager to grow in *both* skill sets. On the job training and assistance is available.
- You are proficient in Adobe Creative Suite.
- You have a passion to create and a desire to tell stories.
- You understand various social media platforms (Facebook, Instagram, YouTube, etc).
- You have a working understanding of technological needs for creative production.
- You strive for excellence in your craft not for the praise of people, but for the expansion of the Gospel.

ACCOUNTABLE TO: Marketing & Communications Coordinator

SUPERVISES: Production apprentice/intern and/or seasonal staff

COMPENSATION STRUCTURE

This is a full time missionary staff position. This means that while your salary is determined by experience and qualifications, New Life Ranch pays half of that salary, and equips you to then raise financial support.

BENEFITS

- Highly discounted health plan through Christian Healthcare Ministries, with an HRA.
- 2 weeks PTO after one year (1 week during your first year).
- 1 week PTO at Christmas every year as well as PTO days at Thanksgiving, New Years, and Easter (no federal holidays off).
- Casual, fun, and flexible work environment.
- Beautiful work location.
- An emphasis on staff development.
- Ability to eat at camp when meals are served to groups.
- Onsite housing or housing allowance.

DISCLAIMER: This job description is not meant to cover all activities and responsibilities. Subject to change.

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