



## JOB DESCRIPTION

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| <b>JOB TITLE:</b>      | <b>Content Creator</b>          |
| <b>DEPARTMENT:</b>     | Storytelling and Communications |
| <b>REPORTS TO:</b>     | Director of Communications      |
| <b>EFFECTIVE DATE:</b> |                                 |
| <b>CLASSIFICATION:</b> | <b>Non-Exempt</b>               |

**POSITION SUMMARY:** The Content Creator produces a variety of multi-media stories—writing, photography, video—to highlight the work and impact of Foundation programs. The Content Creator balances work “in the field” capturing stories as they happen and in the office creating, finalizing, and distributing content. This position understands and deploys the Foundation’s voice, tone, and intended audiences for a range of external and internal platforms.

**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:**

- Develop, design, and publish content (written, audio, video, visual) for the foundation’s quarterly magazine/website
- Develop, design, and publish content on a variety of program websites, adjusting voice and tone as appropriate
- Produces thoughtful and engaging social media content to support and enhance community engagement of the mission via the Foundation’s brands across multiple channels
- Work with Graphic Designer and Project Manager to produce stories compatible with Foundation standards and optimized for specific publication channels

- Identify and pursue new story leads through interviews with program leaders and guests, approaching this work in a way that is at once professional and relational and that dignifies the people who are sharing their stories with us
- Manage and produce strategic email campaigns that engage program audiences in the foundation mission
- Work regularly with Project Manager to review analytics and measure effectiveness of individual stories and channels, drawing effective conclusions and adjusting tactics appropriately
- Deliver excellent stories on time and under budget within tight deadlines
- Work well under editorial supervision, revising content as needed to craft the story into the tightest possible version

**QUALIFICATIONS:**

- Bachelor's degree from an accredited, four-year university in an applicable field preferred
- Minimum two years' related experience
- Experience in Canon and Adobe Lightroom preferred
- Experience in Canon and Adobe Premier preferred

**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
- Effective time management in a fast-paced environment with changing priorities
- Ability to use discretion and maintain confidentiality

**PHYSICAL REQUIREMENTS:**

- While performing the duties of this job, the employee is regularly required to talk or hear.
- The employee is frequently required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.
- The employee may occasionally lift and/or move items up to 25 pounds.

**WORK ENVIRONMENT:**

- This job operates in both a professional office environment and in a camp or retreat setting.
- This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets.
- This position can be active and requires standing and walking throughout the day.
- Ability to work outside on uneven terrain and in varying weather and environmental conditions
- Ability to work varying schedules based on camping program needs, including some weekends

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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.

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EMPLOYEE SIGNATURE

DATE

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MANAGER SIGNATURE

DATE