



Summary

Job Title
Digital Content Producer/Creator (Part-Time)

Department
Promotions / Adverstising

The Digital Content Producer engages in promoting and building the image of our ministry through its website and within the online social media community. The applicant must be an analytical thinker and have experience in the implementation of strategic methods, must be able to analyze and interpret data to implement forward thinking processes across various platforms to boost and foster engagement on social platforms. Must have a proven track record in promoting/creating content that will help increase engagement for midsize to large businesses.

Reports To: Executive Director of Administration

WORK SCHEDULE/REMOTE WORK

Must be able to work flexible work hours REMOTE and WEEKENDS.

Total Work Hour Range (15hrs-20hrs) per week

Key Responsibilities

RESULTS

Ministry Advertising and Promotion

75%

(1) Writing, reviewing, editing, and updating content for company websites, blogs, marketing materials, and similar platforms.

(2) Conducting research and interviews to learn more about current trends, developments, and perceptions about the subject matter, and then contextualizing your findings.

(3) Assisting the creative team with the design of promotional materials.

(4) Using social media to engage consumers, respond to questions or complaints, and to promote company initiatives.

(5) Collaborating with internal departments to establish campaign objectives, complete tasks, and identify and solve problems.

(5) Monitoring social media and company website metrics.
Utilizing OBF's methods to increase site traffic.

(6) Suggesting new ways to promote company offerings and to reach consumers.

Public Relations	25%
<p>(1) Studies the objectives, promotional policies, or needs of the ministry to develop public relations strategies that will build a positive reputation for our ministry</p> <p>(2) Responds to requests for information from the media or designates an appropriate spokesperson as an information source</p>	
Total	100%
CORE VALUES	
Quality/Quantity of Work	20%
<p>Demonstrates accuracy and attention to details</p> <p>Completes assignments on-time and in alignment with specifications/directions</p>	
Job Knowledge	20%
<p>Displays a high degree of expertise in their areas of job responsibility</p> <p>Demonstrates a desire to learn and apply new knowledge to their job</p> <p>Seeks out and uses new technology to improve the effectiveness of their work</p>	
Attitude	20%
<p>Models professionalism and contributes to a positive, productive working environment</p> <p>Accepts feedback from others and uses that feedback to improve their performance</p> <p>Demonstrates composure in stressful situations</p>	
Attendance and Punctuality	20%
<p>Is available when needed to Assist with non-routine Assignments</p> <p>Shows up to work on time and maintains regular attendance</p>	
Organizational Buy In	20%
<p>Displays a strong commitment to helping grow and achieve the vision of our ministry</p> <p>Displays leadership qualities when presented the the opportunity to lead</p> <p>Working toward meeting assigned departmental goals</p>	
Total	100%

Requirements

ESSENTIAL JOB FUNCTIONS

- Develop and implement strategic direction and analyze social media analytics
- Must be able to formulate website/social media marketing campaign for the Ministry.
- Have some experience in video editing

MINIMUM QUALIFICATIONS

- Preferred but not required Bachelor's degree in English, Communication, Marketing, or a similar field.
- Technical experience in photography, filmography, video editing.
- Experience creating strong, engaging content.
- A portfolio of applicable outputs.
- An understanding of OBF's best practices.
- Demonstrated excellence in writing, proofreading, and editing.
- Excellent research, organizational, and time management skills.
- Strong listening and communication skills.
- The capacity to work independently and collaboratively.

- Ability to work efficiently without compromising quality or accuracy.

KNOWLEDGE, SKILLS, AND ABILITIES

Communications and Media — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Education and Training — Knowledge of principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.

PHYSICAL DEMANDS ---The employee occasionally lifts or moves objects of a light to medium weight. The ability to hear and understand at a normal conversational level is required. Work is typically performed in an office environment with intermittent sitting, standing, or walking in various settings.

SALARY/BENEFITS Salary is commensurate with education and work experience. Benefits include 12 ministry holidays, personal, annual and sick leave, and 401(K) option.

TERMS OF EMPLOYMENT EMPLOYMENT CONTINGENT UPON SUCCESSFUL COMPLETION OF A BACKGROUND INVESTIGATION, FUNDING AND ALLOCATION OF POSITION IN ACCORDANCE WITH OVERCOMING BY FAITH'S APPROVED CALENDAR SCHEDULE APPROPRIATE TO THE POSITION HELD. CONTINUED EDUCATION CLASSES WILL NEED TO BE TAKEN PERIODICALLY IN ORDER TO MEET THE GROWING NEEDS OF OVERCOMING BY FAITH.

Workplace Code of Conduct

You share the responsibility of promoting and maintaining our image both as a member and an employee of OBFM. Our success as a ministry depends in part upon the image we project to persons who have not had the opportunity to hear or see the Word of God being taught and put into practice. We will continue to attract people to Jesus Christ only if our manner of living reflects a godly life. There are certain rules that apply both on and off the job site.

EMPLOYMENT AT OBF REQUIRES THE UNDERSTANDING THAT ALL STAFF MEMBERS ARE EXPECTED TO LIVE AND WORK IN A MANNER IN ACCORDANCE TO THE BIBLE, AND OBF'S STATEMENT OF FAITH, CONSTITUTION, BYLAWS, AND WRITTEN DOCTRINES.

Violations to these rules may lead to disciplinary actions and or termination from your position.