



# Social Media Content Creator Job Overview

*Qualifications for employment at Watermark include having made a life commitment to Jesus Christ, agreement in writing with the Beliefs and Governance statements of Watermark, and having a work history and a lifestyle that are consistent with biblical principles. Must be an existing member of Watermark or willing to become one.*

**JOB TITLE:** Social Media Content Creator

**DEPARTMENT:** Communications

**REPORTS TO:** Film Director

**FLSA STATUS:** Exempt

**TIME REQUIREMENTS:** Full-time; in-office

**CLASSIFICATION:** Non-Ministerial Role

**VISION:** Abiding in Jesus, we are making disciples together.

**POSITION SUMMARY:** Responsible for creating content for Watermark's social media channels to invite people into the church, amplify ministries' messages, and reach our community with the gospel.

## POSITION RESPONSIBILITIES:

- Create content (short-form videos and graphic-based content) to fuel Watermark's social media strategy. Examples of content include weekly sermon recaps, invitation pieces, on-site social media coverage for live events (weekend services, conference, holidays, etc.), and promotional content for Watermark's various events, ministries, and communication initiatives
- Ideate, brainstorm, collaborate, and create concepts, pitches, scripts, and storyboards as directed by Watermark's Social Media Channel Manager
- Collaborate with Watermark's Social Media Project Manager and utilize Asana project management software to understand project priorities, follow production schedules, and meet deadlines
- Produce film shoots for social media content. Recruit and organize team members and film crew as needed. Prepare sets, wardrobe, lighting, and audio/film equipment. Warmly host and direct talent, deliver on shot lists, and complete shoots on schedule. May receive assistance from the social media project manager for complex shoots
- Maintain working knowledge of Watermark's brand guide and how to create content in alignment with Watermark's brand identity, including tone of voice and aesthetic identity
- Follow social media trends, looking for opportunities to transform or adapt trends to feel authentic to Watermark
- Identify and learn new skills, software, and equipment relevant to the social media discipline
- Participate in general Watermark staff-required activities (expense reporting, Staff on Call, staff meetings, retreats, Christmas Eve, Easter, other "all hands on deck" events, etc.)

## ROLE QUALIFICATIONS:

- Commitment to the vision and 10 markers of Watermark Community Church
- Commitment to Watermark's staff values: Dependent, Unified, Excellent, and Fun (DUEF)
- Willing and able to work Sunday through Thursday, including occasional after-hours work to support ministry events; Comp time provided if work week consistently exceeds 40-45 hours
- Two or more years of experience in the filmmaking process, including a working knowledge of lighting, audio, and relevant film equipment; Additional experience with graphic design and motion design is desired
- Experience in the following programs (or similar): Premiere Pro, After Effects, DaVinci Resolve, Photoshop, Illustrator, ChatGPT/Adobe generative AI tools, etc.
- Soft skills: Adaptable, positive, detail-oriented, good communicator, thrives in a fast-paced environment, can juggle multiple projects, excited about social media content creation and innovation, able to both ideate original vision and champion other people's vision for various creative projects

*All employees' job descriptions are subject to change from time to time at the sole discretion of management.*