



Watermark Resources 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: Watermark Resources Content Creator

FLSA STATUS: Exempt

DEPARTMENT: Resources

TIME REQUIREMENTS: Full Time

REPORTS TO: Watermark Resources Director of Marketing

CLASSIFICATION: Non-Ministerial Role

MISSION OF WATERMARK COMMUNITY CHURCH: To call all people to be fully devoted followers of Christ.

POSITION SUMMARY: This role is responsible for the creation of basic graphics for social/email/web, copy writing for social/email, and thought leadership and execution on social channels, as well as other tasks related to the marketing and communication efforts of the Watermark Resources Team.

ESSENTIAL SKILLS & EXPERIENCE:

- Competency with simple graphic design through tools ranging from Canva to InDesign to basic Photoshop
- Strong written communications skills, specifically in the short form writing of web, email, and social copy
- Experience with content creation for, and development of, social media channels
- Basic video shooting and editing skills
- Excels at prioritizing workload, meeting deadlines, and managing many projects simultaneously
- Thrives in a fast-paced, deadline-driven environment, working on multiple initiatives simultaneously

POSITION RESPONSIBILITIES:

- Creation of simple graphics (not in-depth high-level design) in line with established brand guides for use in email headers, web headers, and social posts
- Copywriting and editing (primarily marketing focused) for websites, bi-weekly Church Leaders emails, quarterly ministry newsletters, landing pages, etc.
- Ownership (under the direction of the Watermark Resources Director of Marketing) of social channels. This includes content strategy and ideation, copy and visual asset creation, implementation, and user engagement
- Maintains awareness of current trends in social media and video
- Basic video shooting and editing via use of self-service creator studio located on Watermark campus, primarily for talking head type videos used in simple marketing communication (not required, but preferred)
- Working with third-party creative contractors in the production of higher-level graphics, videos, etc.
- Utility player on the Watermark Resources communications/marketing team, picking up miscellaneous responsibilities as different seasons or projects require

DIRECT REPORTS: N/A

MARKERS OF AN IDEAL CANDIDATE:

- Creative
- Technologically proficient
- Fast worker
- Self-managed
- Servant-hearted
- Works well on a team
- Thrives in a fast-paced environment
- Can juggle multiple projects at the same time
- Flexible

Job description not final. The position will be shaped around the giftedness and passions of the individual.