



Young Adults 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: Young Adults Content Creator

FLSA STATUS: Exempt

DEPARTMENT: Young Adults

TIME REQUIREMENTS: Full Time

REPORTS TO: Young Adults Creative Director

CLASSIFICATION: Non-Ministerial Role

STAFF MISSION STATEMENT: Inspiring and equipping every Member to live a life of full devotion to Christ.

POSITION SUMMARY: Responsible for producing visual content that engages, equips, and excites our audience to see Jesus and fully surrender to life with Him. Executes 80% of the graphic design needs of the ministry.

ESSENTIAL SKILLS & EXPERIENCE:

- Preferably three to five years of full-time experience in professional graphic design
- Ability to concept and collaborate on culturally relevant ideas for graphics, videos, and social content
- High proficiency in Adobe Creative Cloud especially Photoshop, Illustrator, and Premiere Pro
- Agency-mindset and an ability to overcome obstacles that get in the way of content creation
- Team player with track record of collaborating with brand directors, project managers, and other creatives
- Desire to inspire and innovate through visual storytelling
- Familiarity with The Porch, the young adults ministry of Watermark, strongly preferred

POSITION RESPONSIBILITIES:

1. Content Creation & Visual Storytelling
 - a. Collaborate with the Creative Director and others on concepts for the ministry's visual identity, new sermon series, events, signage, merchandise, social media, web presence, and more
 - b. Execute on multiple creative needs in a close working relationship with the Communications Coordinator
 - c. Incorporate edits and feedback from final approvers with flexibility and a professional demeanor
 - d. Serve in a creative leadership role with Landscape, the volunteer creative team serving the ministry
 - e. Empower other graphic designers, photographers, and filmmakers to develop creative assets on brand
 - f. Contribute to ideation sessions seeking to inject creativity into sermons, events, and other initiatives
2. Examples of Key Creative Responsibilities
 - a. New sermon series graphics packages with multiple sizes and formats to support various platforms
 - b. 20-30 second intro videos (bumpers) for each sermon series
 - c. Instagram posts, reels, and stories with lifestyle content, branded sermon highlights, and promo content
 - d. Graphics for print including signage, merchandise, and publications of the ministry
 - e. Graphics and videos for digital use including slides, theporch.live, and social channels
 - f. 6-12 month complex creative projects such as conference branding and communications strategy
 - g. Last-minute, quick turnaround creative projects such as a story post of behind-the-scenes content
 - h. Assisting Creative Director in growing, mentoring, and developing volunteer creative team

DIRECT REPORTS: N/A

MARKERS OF AN IDEAL CANDIDATE:

- Combination of speed and skill in content creation
- Compliments creative skill with organization and efficiency
- Strong portfolio highlighting prior commercial or non-profit creative experience
- Ability to give and receive constructive criticism
- Sixth sense for ambitious, standout ideas and predicting what will matter next or be culturally relevant
- Passionate about young adult discipleship