

Role Description

Department:	Production	Revision/Revision Date:	August 2015
Title:	Creative Video & Graphic Producer	Direct Report:	Video Director

General Description

The Video & Graphic Producer is in charge of the fast turn-around of short-form content including, but not limited to; sermon intro videos, short features, interviews, promos, motion graphics, announcement videos, and some long form stories. This role will include the leadership and oversight of volunteers including recruiting, training, scheduling, and management of this volunteer team.

Essential Job Functions

1. Champions the creativity of video and graphics by always searching for new inspiration, new content, and empowering team members
2. Acts as the primary architect for the creation of video and motion graphics, collaborating with the creative team & communications team for content and vision
3. Establishes repeatable systems and processes for the production of the video and motion graphic needs of Crossroads including, but not limited to, weekend services, mid-week services, special events, staff meetings, etc.
4. Expertly utilizes Final Cut Pro, After Effects, FCPX Adobe Primer, Photoshop, etc.
5. Understands and optimizes studio lighting and audio

The above summary of duties represents the major tasks and duties. This is not intended to be an exhaustive list of all responsibilities. Therefore, this person may perform other related tasks under the direction of the video director.

Core Competency Requirements

1. Creative Communicator: Demonstrates a passion to communicate God's truth through new, innovative, artistic approaches
 - Possesses creativity, imagination and a drive for excellence
 - Develops and uses artistic skills
 - Enjoys discovering new, innovative ways to communicate God's truth
 - Approaches situations with variety and creativity
2. Subject Matter Expert: Masters a discipline, body of knowledge or skill and applies his/her expertise to enhance individual and organizational effectiveness
 - Demonstrates knowledge, skills and expertise in his/her area of specialization
 - Acquires, analyzes, interprets and applies research in his/her area of specialization
 - Serves as a resource and/or advisor for co-workers in his/her area of specialized knowledge

- Continues to develop and refine skills, knowledge and proficiency in his/her area to enhance individual, team and organizational effectiveness
3. Innovator: Fosters and initiates new ideas, methods and solutions
 - Demonstrates receptivity to new ideas and adaptability to new situations
 - Seeks out opportunities to improve, streamline and reinvent work processes
 - Thinks expansively by combining ideas in unique ways or making connections between disparate ideas
 - Creates a work environment that encourages creative thinking and innovation
 - Adapts best practices and processes
 4. Owner/Operator: Takes full responsibility for the successful growth and execution of the experience in his/her area of ministry
 - Ensures a consistent standard of excellence in the experience of his/her area of ministry
 - Demonstrates entrepreneurial independence, a spirit of collaboration, humility and a willingness to apply input from others
 - Encourages volunteer teams and empowers ministry leaders to own the experience
 - Troubleshoots and repairs anything that would distract from our standard of excellence
 5. Equipper: Actively pursues the development of others through the provision of resources, next step opportunities and feedback
 - Demonstrates a passion for and commitment to developing others
 - Uses appropriate methods and a flexible interpersonal style to help others develop their capabilities
 - Provides effective coaching, training and next step opportunities for individual and team growth
 - Offers information, advice, suggestions and specific, actionable feedback to help others become more successful

Education and Experience

Bachelor of Arts in a related field, or an equivalent combination of education and/or experience. Minimum of 3 - 5 years experience working in video production, and experience in videography and lighting for studio and field conditions with the ability to use multiple camera platforms. Candidates selected for an interview will be asked to provide a portfolio of past work.