



HILL COUNTRY BIBLE CHURCH

JOB DESCRIPTION

Job Classification: Exempt; Full-Time

VIDEO PRODUCER

Date: Sept. 2021

OUTCOMES AND RESULTS – SUCCESS IN THIS POSITION WILL RESULT IN:

1. The mission, vision, values, and pathway of Hill Country Bible Church and stories of life change are clearly communicated to our congregation and community.
2. Alignment and advancement of the Communications Ministry Purpose and Plan (MP&P) to “*effectively communicate to our community, our congregation across all locations, and beyond about the life-change experienced through a relationship with Jesus Christ.*”
3. Our congregation grows in their relationship with God and engages more deeply with relevant ministry opportunities (sermon series, age/stage ministries, serving, outreach, special events, Small Group community, etc.) through impacting videos across multiple channels.
4. The church and its ministries are resourced well with video support. There is a steady stream of high-impact, professional-grade videos.
5. All videos engage target audiences and align with the goals, mission, and brand of Hill Country.
6. Effective recruiting, training and development of videographers, editors, and/or animators building a culture of collaboration and volunteer engagement and leadership.
7. There is a high spirit of teamwork, collaboration and trust: deliverables and deadlines are met; project updates are timely and proactively communicated.

MAJOR RESPONSIBILITIES AND ACTIVITIES:

1. Develop and produce (from idea to completion) powerful, engaging stories of how people have experienced life change through their encounters with Jesus or the church (typically short story format, 3-5 min.).
2. Effectively work as a creative professional honing your invention, imagination, talent, and gifts to create engaging and inspiring videos and photography.
3. Uncover and steward life-change stories, build effective relationships and processes with our ministries to tell the story of what God is doing in our church.
4. Be an effective storyteller and expert in working with “regular” people (not actors) in our congregation and community, using relational skills and techniques to “pull” good stories out of people that translate into compelling media communication.
5. Shoot, edit, and direct video projects, scripts or other materials for worship services, events, social media, website, trainings, and other delivery methods.
6. Spend time learning/understanding the overall ministries of Hill Country Bible church and getting to know ministry leaders in order to provide quality video support for the church and ministries as required including testimonies, ministry highlights, announcements, and more.
7. Personally, own the mission and vision of HCBC in order to provide videos that align and fuel Hill Country’s mission, goals, and brand as well as engage target audiences.
8. Attend worship services, special events and “ministry in action” to capture still images and video for events, weekend services, special initiatives, and communication projects.
9. Be aware of what is going on in the life of the church and ready to capture moments that may not have been planned; be a listener and mindful of potential stories and future possibilities as you engage in all environments (staff meetings, worship services, small group community, etc.).
10. Connect with people in a variety of settings – look for ways to engage people in the video/media/communications ministry - recruiting volunteers, training and empowering them to assist in the creation, filming, and editing for various projects; develop a leadership pipeline as qualified volunteers emerge.
11. Be a proactive member of the communications team – attend and participate in meetings; work collaboratively, consistently contribute creative ideas and solutions that support ministry goals and priorities.
12. Understand, engage and personally own Church Goals: Fully Formed Followers (makes disciples who make disciples), Gospel Saturation (personal evangelism/intentional passion and life-patterns for sharing the gospel through a BLESS approach), Leadership Development (identifies, equips, empowers and unleashes leaders), and Growth and Impact.
13. Serve as a contributing member of the overall staff team of Hill Country Bible Church.
14. Envision how the MP&P aligns with Hill Country’s goals and execute implementations

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

1. **At least three years’ experience with video production** including storyboarding, filming, audio, editing, animation, compression, and video streaming applications on internet
2. Skilled in use of Adobe Premiere, After Effects, Photoshop and other applicable software and a passion for video and learning new technologies, techniques and visual styles

3. Highly relational with an ability to “pull” good stories out of average people that translates into compelling media communication (typically short stories – 3-5 minutes); an effective storyteller through all media channels.
4. Ability to work in a complex, multifunctional environment with multiple projects running simultaneously and able to “switch gears” on short notice and embrace flexibility when priorities shift
5. Ability to use and operate basic DSLR & mirrorless cameras to capture both video and photo
6. 3D Animation, Motion Graphic experience a plus, but not required; photography experience a plus, not required.
7. Available to work on Sundays, holidays, and evenings as needed; ability to lift, carry, set up and tear down video equipment and gear (up to 30lbs.)
8. Sees themselves as an owner of the mission, vision, values, and pathway of Hill Country Bible Church
9. Theologically aligns with the core beliefs of HCBC and becomes a church member within 3 months of hire

CULTURE AND CLIMATE:

1. Position reports to the Director of Communications as part of the Communications Team
2. Staff culture is goal-oriented, collaborative, with accountability; priority of personal evangelism
3. Core Values: Responding to God’s Word, Engaging Generations, Celebrating Life Change, Thinking Beyond Ourselves, Loving Our Neighbors