



# HILL COUNTRY

## BIBLE CHURCH

### **JOB DESCRIPTION**

### **VIDEO & STORY PRODUCER**

Job Classification: Non-Exempt; Full-Time

Date: October 2019

#### **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 how God is at work here are clearly communicated to our congregation and community
2. Our congregation grows in their anticipation of the empowering presence of God in their daily lives as they see and hear personal life change stories and testimonies.
3. Effective, compelling storytelling is delivered through video and integrated across multiple channels, including but not limited to web, social media, worship services, marketing pieces, small and large gatherings, community events and more
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 leadership
7. Deliverables and deadlines are met; project updates are timely and proactively communicated.

#### **MAJOR RESPONSIBILITIES AND ACTIVITIES:**

1. Develop and produce powerful, engaging stories of how people have experienced life change through their encounters with Jesus or the church
2. Find 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.
3. Be an effective storyteller, using relational skills and techniques to “pull” good stories out of people that translate into compelling media communication
4. Shoot, edit, and direct video projects, scripts or other materials for worship services, events, social media, website, trainings, and other delivery methods.
5. Provide quality video support for the church and ministries as required including testimonies, ministry highlights, announcements, and more.
6. Participate in creative planning process for video and special projects to support communication strategies and plans.
7. Provide videos that align and fuel Hill Country’s mission, goals, and brand as well as engage target audiences
8. 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
10. Connect with people in a variety of settings - 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 communications team – attend and participate in meetings; consistently contribute creative ideas and solutions that support ministry goals and priorities
12. Understands, engages and personally owns Church Goals: Fully Formed Followers (makes disciples who make disciples), Gospel Saturation (personal evangelism/intentional passion and life-patterns for sharing the gospel), Leadership Development (identifies, equips, empowers and unleashes leaders), and Growth and Impact.

#### **REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:**

1. At least four 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 people that translates into compelling media communication– be 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. 3D Animation, Motion Graphic experience a plus, but not required
6. Photography experience a plus, but not required
7. Available to work on Sundays, holidays, and evenings as needed
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 (if not already a member)

**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