



Position: CONTENT CREATOR
Department: COMMUNICATIONS
Date: OCTOBER 2023

MISSION:

To love and lead people to a life-changing connection with Christ.

VALUES:

Fun – We believe that having a good time together matters!

Impactful – We’re committed to making a positive difference together in Jesus’ name!

Growing – We are always moving toward God’s best!

Creativity – We want to be imaginative, original, innovative, and artistic for God’s glory!

Accepting – We understand that we’re all a work in progress, so all are welcome here!

Passionate – We insist on expressing enthusiasm and lively excitement about life in Christ!

Supernatural – We desire to encounter the presence of God and engage our spiritual gifts!

PURPOSE:

To steward Centerpoint’s brand story through designing and editing engaging, creative content for all platforms.

ACCOUNTABILITY:

The Content Creator is accountable to the Communications Manager and will work collaboratively as a member of the Communications and Experiences Team.

FIT:

The Content Creator is a true creative who can take blank canvases and ordinary ideas and unleash their creative imagination to bring inspiring visual concepts to life. The CC will have a passion for telling captivating stories about how God is working in and through the people of CP and sharing those stories with broad audiences via social media, our website, our weekend experiences, and more. An outside-the-box thinker who is at the forefront of visual and social trends, the CC knows how to keep visuals fresh, innovative, and relevant, and isn’t afraid to push the boundaries with their creative vision in a collaborative environment.

It is expected that the person in this role is a regular attendee of Centerpoint’s weekend services, is Spiritually mature, and can model the Christian life and financial stewardship. This person is an active partner of Centerpoint Church.

KEY RESULTS AREAS:

The Content Creator is responsible for ensuring a consistent experience across multiple touchpoints:

CONTENT CREATION & DESIGN

- Create compelling and engaging visual content for the Weekend Experience and all communications channels.
- Designs and develops graphics, video, and print content for sermon series, the weekend experience, and external promotion.
- Leads creative execution of photography and event-based video capture for CP Weekend Experiences and ministry events, and the delivery of those assets to the proper places for use.
- Maintains and updates visuals for the app, and website, and assists the Comm Manager in execution as needed.
- Responsible for file organization and sharing of all content assets.

SOCIAL MEDIA & WEB

- Responsible for day-to-day management and execution of social channels with a focus on storytelling.
- Monitors social engagement and responds to social media messages, inquiries, and comments.
- Stays up to date on social media trends and algorithms to inform Comm Manager and assist in developing future plans.
- Responsible for updating the website and intimately learning our database platform.
- Maintains a unified brand voice across all platforms.
- Assists Comm Manager with the development and execution of marketing campaigns.

VIDEO STORYTELLING

- Conceptualize, plan, and execute video storytelling shoots in collaboration with the Comm Manager and Communications & Experience Director for use in CP services and across communications channels that tell the CP brand story of life change as God moves in and through CP and its people.
- Ensure that story content aligns with communications plans and goals.
- Generate, develop, and lead story/testimony creation from concept to full completion to align with C&E goals.
- Lead all phases of video production for produced content.

CREATIVE VOLUNTEER DEVELOPMENT

- Responsible for growing, scheduling, and managing a team of creative volunteers to assist the comm team with photography for weekend experiences and other event capture.
- Responsible for growing, scheduling, and managing a team of social media champions to lead social media engagement.
- Other duties as assigned by the Comm Manager.

PREFERRED QUALIFICATIONS:

- Must have a heart for the local church, a growing relationship with Jesus Christ, and a passion for using communications to reach others.
- Must be able to work quickly and be responsive in a fast-paced environment.
- Proficiency in the Adobe Creative Suite.
- Must have a proven ability to take creative projects from beginning to end.
- Must be structured and organized and able to keep track of details for multiple projects simultaneously.
- Bachelor’s in Communications, Media, Design, or related creative area preferred.

POSITION EXPECTATIONS:

This position is full-time, 40 hours per week and the typical work schedule is Sunday through Thursday. As a member of the Centerpoint staff team it is your responsibility to fulfill the expectations of this role, the execution of assignments, and ensure collaboration with other departments and ministry areas through clear communication and modeling healthy teammanship and practicing appropriate work/life balance. Staff team members are expected to be able and willing to adapt to the ever-changing needs of the ministry and relentlessly pursue the alignment of individual and department goals with the mission and vision of Centerpoint Church.

CP Staff Team Expectations:

- Candidates must be cleared through background check
- Employees will be partners of the local church and amenable to the values and doctrine of the Free Methodist Church
- Commit to embracing and demonstrating the values of the church
- Commit to working as a team with people and departments
- Be respectful and kind in all your dealings with staff, volunteers and the people we serve
- Develop your unique voice within the team
- Read and agree to abide by the policies of our Employee Handbook

Working Conditions:

Ability to stand for long periods of time depending on events (up to 8 hours with breaks)

Ability to lift 25 pounds

_____	_____	_____
Employee Name (Print)	Employee Signature	Date

_____	_____	_____
Supervisor Name (Print)	Supervisor Signature	Date

_____	_____
HR Rep Name	Date