



JOB TITLE: Production and Online Engagement Coordinator

Reports To: Production and Online Engagement Advisor
Prepared by: Human Resources

FLSA: Exempt
Date: February 2021

SUMMARY:

The Production and Online Engagement Coordinator is a full-time position, responsible for providing superior media/audio-visual support during worship services. The Coordinator will get to create content that shares our story and vision, promote our brand, and makes an impact across many different digital platforms. This position will help convert our brand fans into loyal customers with engaging, responsive, responsible, surprising, and captivating social media interactions.

The Production and Online Engagement Coordinator position will report to the Production and Online Engagement Advisor. This position involves being on-call and requires periodic evening, weekend and holiday hours.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The Production and Online Engagement Coordinator will write long- and short-form social media messages that attract new users and engage current users and will use data to analyze what's working, what's not, and reinforce or refocus key messages accordingly. This role will wear many hats as you work with multiple teams to develop strategy, work with AV team, manage social communities, and analyze data. This position is also responsible for participating in tactical and operational planning; day-to-day operations; and assisting staff to support and sustain ASBC's business, operational and worship objectives.

The Production and Online Engagement Coordinator's primary responsibilities include the following:

- Create content that motivates, inspires, educates, informs, and simply, provides information, across a wide variety of digital platforms
- Use your editing, content management, and HTML skills to publish and edit content across various digital platforms
- Become an influencer who makes an impact on the company and within the industry through the production of digital content
- Manage daily aspects of creative works as it pertains to online production and presence.
- Develop creative concepts and timelines to roll out special programming.
- Work closely with AV to schedule production recordings.
- Work closely with Music & Worship Arts to align musical elements into production visuals.
- Oversee production schedule to prevent scheduling conflicts.
- Collaborate with Marketing and Communications to market and promote special programming, events and initiatives.
- Edit and review online content prior to mass viewings.
- Track viewership and online engagement for programming.
- Collaborate with key stakeholders to maximize efforts for increasing our online presence.
- Create & implement set designs for various productions and programming.
- Participate in bi-weekly production meetings to include AV, Online Ministry, Music & Worship Arts and Communications.
- Work closely with executive office of the Senior Pastor to manage Pastor's production schedule.

MINIMUM QUALIFICATIONS:

- Familiarity with Hootsuite, Planoly, Facebook, Instagram and Twitter
- Effective interpersonal and communication skills to communicate technical/complex information both verbally and in writing
- Experience with MS Office, Microsoft Teams and Zoom
- Evening and weekend flexibility

CORE COMPETENCIES REQUIRED:

Interpersonal Skills: Establishes good working relationships with all others who are relevant to the completion of work; works well with people at all levels of the organization;

builds appropriate rapport; considers the impact of his/her actions on others; uses diplomacy and tact; is approachable; avoids communication triangles.

Attention to Detail: Consistently attends to the many small pieces, which must be assembled into an organization as a whole; resolves unanswered questions needed to address a problem; keeps the larger picture in mind while tending to the smallest of details.

Initiative: Enjoys working hard; is action oriented and energetic about worthwhile activities; not fearful of taking calculated risks; seizes opportunities; sets demanding but achievable objectives for self and others.

Communication - the ability to listen to others objectively, paraphrase the content of the message, speak effectively, use various forms of written communication through written reports, etc.

Planning and Organization - the ability to identify alternative courses of action, accommodate multiple demands and requests, prioritize, establish goals and follow through on fulfilling these goals, manage time effectively, and predict future trends and patterns.

Event Planning - the ability to effectively plan programs, understanding what it takes to coordinate a successful event.

Critical Thinking Skills - the ability to identify quickly and accurately the critical issues when making a decision or solving a problem, identify problems and needs, identify information sources appropriate to a problem or need, and formulate questions to clarify a problem.

EDUCATION, CERTIFICATIONS AND LICENSES:

- Bachelors in Communications, Theatre Production or similar degree
- At least 2 years' experience working in a live audio visual environment.
- Other equivalent combination of education and experience will be considered.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee must regularly lift and/or move up to 10 pounds, frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Specific auditory abilities required by this job include having the ability to discern certain acoustics in the main sanctuary as well as in the sound booth.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Works normal working hours but is responsible for managing projects, which often take place during evening, weekend, and holiday hours. Work sometimes takes place in wiring closets (small confined spaces), computer operations room (noisy environment), and may require travel to conferences and seminars. Incumbent is continuously faced with a number of projects considered to be high priority. Project work must continue while assuring that day-to-day operations continue and technical problems are resolved. Continuing education is required via Internet-based communication, and course work.

Exposure to video display terminals occurs on a regular basis. This position is on-call to support system or network problems. Learned physical skill required for keyboarding and use of computer tools.

The noise level in the work environment is usually moderate to loud.

Salary Grade: AV7