



Creative Producer

Job Type: Full-Time
FLSA Status: Exempt
Hours per Week: 35+ hours per week; flexible based on weekly events
Reports To: Director of Communications
Salary: Competitive with Experience, starting at \$45,000

PURPOSE

The Creative Producer helps provide vision, ensures collaboration and consistency between ministries, and works effectively with stakeholder groups to communicate through social media, video, photography, and other mediums for internal and external groups. Exudes a spirit of encouraging church fellowship, discipleship, and overall ministry participation through teamwork, collaboration, and creative abilities.

STRENGTHS & SKILLS

Creative! Must have experience in content creation, social media management, and direction/production.

Exceptional organizational skills and attention to detail; exceptional relational skills; effective time management; good judgement.

Excellent verbal and written communication skills; ability to influence and guide stakeholders; creative problem solving; team building and collaboration skills.

Works well under pressure in a fast-paced digital environment; proven track record of projects from concept to completion.

Ability to capture photographs and short video in creative ways to highlight the strengths and unique characteristics of the various ministries and missions of Asbury United Methodist Church.

Experience with Canva and Adobe Suite (Illustrator, Photoshop, Light Room) a plus.

RESPONSIBILITIES

Implement a cohesive content strategy, in conjunction with the Director of Communications, to aid ministries in effective storytelling and marketing through various social media, print, and electronic mediums.

Produce engaging social media content (copy, photography, video, etc.) to be used across multiple platforms.

Analyze social trends to increase visibility, brand awareness, engagement, acquisition, and traffic using paid and organic methods.

Identify and measure key performance metrics to determine the success of efforts.

Deliver high quality content from concept to production through creative and relevant storytelling.

Work with a range of digital formats and social media platforms; produce high quality visuals for ministries through print, electronic, and video mediums.

Think about user experience and usability, accessibility, writing for the web, and meeting the needs of ministries through web content development and implementation.

Assist in developing and implement strategies to increase online engagement and expand church's digital reach.

Partner with other ministry teams and build relationships internally and externally to effectively tell Asbury United Methodist Church's story and mission.

Create email communications for church-wide and community focused communications in conjunction with the Director of Communications.

EQUAL OPPORTUNITY EMPLOYMENT STATEMENT

Asbury United Methodist Church is committed to providing employees with a safe and welcoming work environment free of discrimination and harassment. We strive to create a diverse and inclusive environment where everyone can thrive, feel a sense of belonging, and do impactful work together. As an equal opportunity employer, we prohibit any unlawful discrimination against a job applicant on the basis of their race, color, religion, gender, gender identity, sexual orientation, national origin, family or parental status, disability*, age, veteran status, or any other status protected by law. We respect the laws enforced by the EEOC and are dedicated to going above and beyond in fostering a safe and welcoming workplace.

*Applicants with disabilities may be entitled to reasonable accommodations under the terms of the Americans with Disabilities Act and certain state or local laws. A reasonable accommodation is a change in the way things are normally done which will ensure an equal employment opportunity without imposing undue hardship on Asbury United Methodist Church. If you need any assistance completing any forms or to otherwise participate in the application process, please contact David Miller, Executive Director at david.miller@asburybham.org.