



## Videographer Producer/Editor

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Reports To: Communications and Marketing Director  
Prepared by: Human Resources

FLSA Status: Exempt  
Date: November 2017

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### **SUMMARY:**

The Videographer Producer/Editor in Alfred Street Baptist Church's (ASBC) Communication and Marketing Department is an experienced, energetic and passionate storyteller, communicator and technician with superior videography and editorial skills that can actualize the church's vision. The candidate will bring to life the exceptional learning and research underway throughout the church at a time when the public/congregation has a strong preference for information presented through visual and audio content available on mobile and other platforms. Working in the church creating television programs and a desire to be extraordinary at content production in ASBC's performance and deadline-driven atmosphere is paramount. The Videographer Producer Editor is responsible for the creation and execution of the technical goals, creative goals and directives developed for each video production. In addition, assists in the development, production and distribution of church video productions content, and will be heavily engaged in the leveraging, repurposing, and reformatting of videos created to numerous new media delivery channels. Responsibilities include, but are not limited to: logistical planning for production of in-venue and production video shoots against sensitive timelines; oversight of shooting and acquisition of church documentaries, ministry videos, special requested videos, interviews, sound bites, etc. towards the production of events / shows, including supervision of volunteers if needed; produce, coordinate, and execute recordings of short videos to include directing, set-up, lighting, sound, and camera operations; and work with external and church's audio visual operations staff towards the creation, planning, and execution of video content for various media distribution. This a full time position that will work under the direction of the Communications and Marketing Director.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

The Videographer Producer/Editor's primary responsibilities include but are not limited to the following:

- Gain a strong understanding of the church's priorities, and the resources, policies, and institutional values that support them;
- Determine the topics and people whose work and achievements will most resonate with Alfred Street Baptist Church's (ASBC) audiences and underscore the church's significant contributions to society;
- Prioritize video projects appropriately and manage the overall budgets per project;
- Elicit the trust and cooperation from staff, leadership, and members that are essential to producing notable accounts of their work and experience at ASBC;
- Understand complex research projects and design and construct narratives to convey their important relationship to the church's mission;

- Work well with ASBC's many communicators/ministries around the campus to enhance their efforts and benefit from their insights to develop and produce various videos;
- Interact effectively on projects with voice over talent, graphic artists, web editors and designers, and writers, when the church utilizes freelancers for additional videography work;
- Craft visual narratives that convey testimonials and other complex information in a manner that is accessible and understandable to a wide audience;
- Envision and capture the high-quality visual and audio recordings, and still images, needed for effective storytelling;
- Produce compelling visual content for ASBC's various communications platforms, including ASBC News, and various websites and social media accounts, and make that content attractive to external media and other outlets that may reach ASBC's audiences;
- Tailor stories/testimonials and content with the knowledge of how members prefer to find and consume information;
- Identify and engage excellent volunteers or freelancers when needed who can supplement ASBC staff around the church who are responsible for videography and photography;
- Manage the work of freelancers if engaged directly by church on communication projects;
- Advise departments/ministries, staff and leadership of the church on how they may best pursue effective visual content projects, and incorporate them into their overall communications strategy and publications.
- Oversee and manage the concepts, production and editing of video elements used during services, special events, and for ministries in the church.
- Edit weekly Video Announcements.
- Edit weekly Radio Broadcast.
- Develop concepts and oversee the total implementation of the concept.
- Create videos for special events, conferences, and additional videos for services.
- Develop videos for social media to promote church activity.
- Film b-roll footage of various events to use in final videos.
- Create graphics for services and special events (lower thirds, scripture backgrounds).
- Serve as producer for the creation of Christian educational content.
- Collaborate with ministries, including senior leadership and staff to develop strategies for integrating video and other multimedia formats into their lectures, teaching and other communications.
- Provide perspectives on devising solutions for the high-quality capture of media during field productions and in identifying and evaluating new methods for creating educational media components.
- Coordinate with other A/V and media groups on campus.
- Assist in managing the intake of a large amount of media files.
- Produces a variety of media with the ability to compress the final product in the latest web friendly formats including knowledge of encoding for live broadcast.
- Generate and maintain accurate documentation on all project related activities and equipment status
- Provide guidance, assistance, creative direction and training to clients as needed
- Serve as camera operator, lighting grip, floor manager or production assistant as necessary.
- Perform other related duties as needed and assigned

#### **CORE COMPETENCIES REQUIRED:**

- Excellent customer service, interpersonal, verbal and written communication skills.
- Proficient in the following computer hardware: iMac, MacBook Pro, Mac Pro, PC

- Knowledgeable/proficient with camera equipment like: Sony FS7/FS5, Canon DSLR, Canon Lens Kit
- Proficient skill with video editing software such as: Adobe Creative Cloud (Premiere Pro, Final-Cut Pro, After Effects, Photoshop, Illustrator, Audition) Animation, motion graphics, sound and video editing capabilities are required.
- Adobe CS Design Suite – InDesign, Photoshop, Illustrator, Dreamweaver are a plus.
- Interest in branding and ability to follow brand guidelines.
- Strong work ethic demonstrated by relentless energy and drive to guide projects to completion.
- Exceptional multitasking, time management, and organizational skills, and sharp attention to detail.
- Ability to work closely and cooperatively (with grace under pressure) with a variety of internal constituencies.
- Ability to create positive working relationships with a diverse group of people and volunteers including gender, ethnicity, age, sexual orientation, and culture and skill level differences.
- Professional, courteous team player with a positive and friendly personality and dedicated work ethic is essential.
- Highly conceptual thinker with an exceptional eye for design, typography and understanding of color theory that is showcased in a proven portfolio.
- Successful candidates will be a creative self-starter who can work independently who is systematic and technically sound.

#### **EDUCATION, CERTIFICATIONS AND LICENSES:**

- Bachelor's degree in Film Production, or other relevant major.
- Minimum of 10 years of relevant experience, preferably with church or church clients.
- Effectively managed video teams, from storyboards and script, to post production and final delivery formats.
- Mentored video teams to help grow their skill sets and improve overall quality.
- Demonstrate computer proficiency, video editing tools experience, creativity, being able to understand the director' artistic vision, teamwork, time management, and good communication skills.
- Ability to responsibly use expensive video and photography equipment, including cameras, lighting and audio equipment.
- Excellent oral and written communication skills.
- Ability to maintain confidentiality of work records.
- Demonstrative abilities in collaborative team building and consensus.
- Vision in areas of business, community relations and the church/religious industry.
- Exceptional critical thinking skills.

#### **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.

While performing the duties of this job, the employee is regularly required to sit, use hands to handle, fingers to feel, and talk. The employee is frequently required to reach with hands and arms. The employee is occasionally required to stand, walk, climb or balance; stoop, kneel, crouch, or crawl.

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

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

**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.

The noise level in the work environment is usually moderate.

Salary Grade: 09

**Equal Opportunity:**

Alfred Street Baptist Church is an Equal Opportunity Employer and does not discriminate due to age, sex, religion, race, color, national origin, disability, marital status, veteran status, or any other factor prohibited by law. Qualified candidates of all backgrounds are encouraged to apply.

**How to apply:** Please submit a cover letter and resume to Human Resources, Shelena Hollinger, Human Resources Manager, 325 South Patrick Street, Alexandria, Virginia 22314 or email [careers@alfredstreet.org](mailto:careers@alfredstreet.org)