



## **JOB DESCRIPTION**

**JOB TITLE:** Visual Production Coordinator

**REPORTS TO:** Director of Communications

**SUMMARY:** Integral member of the Communications team, who is primarily responsible for producing and publishing video and photography assets, and effectively designing marketing materials.

**STATUS:** Full Time, Exempt

**PAY SCALE:** Hiring Range is \$43,555 to \$50,000 (annual salary)

### **QUALIFICATIONS:**

- **Education & Experience**
  - Bachelor's degree in communication, marketing or related field.
  - 3+ years' experience with graphic design and video production preferred.
  - A relevant combination of education and experience may be considered.
- **Skills/Competences:**
  - Must have working knowledge of Adobe Creative Suite: Photoshop, Illustrator, InDesign, and Premiere Pro.
  - Knowledge of and ability to set-up and connect video, audio, and lighting equipment.
  - Ability to interact effectively with clients to effectively capture their stories and vision in video form.
  - Ability to establish and maintain effective working relationships with employees, clients and vendors.
  - Proficiency with Microsoft and Google products required.
  - Self-motivated and ability to work independently and on diverse teams.
  - Effective organization and time management skills with the ability to work under pressure, work on multiple projects, and meet deadlines.
  - Demonstrated passion for serving children and the child-serving workforce.
  - Ability to laugh, be creative and have willingness to make and learn from mistakes.
  - Valid Driver's License, and must be willing to travel to all work locations.

## **SOCIAL RESPONSIBILITIES**

1. Cultivate a nurturing environment through the use of the Sanctuary Model that supports client and staff development on every level: spiritually, socially, educationally, and emotionally.
2. Be aware of and willing to work with children and families of all ages, races, nationalities, sexual orientations, gender identities, disabilities, and backgrounds and to foster diversity and inclusion in the workplace and designated program area.
3. Use the Sanctuary Model and its toolkit to continue to provide guidance towards the responsiveness and respect of diversity, multiculturalism, and inclusion across all programs and settings.
4. Be committed to using Sanctuary principles when interacting and communicating with others, in team building, giving and receiving feedback, showing initiative, working independently, and in using good judgment, problem solving, and decision making.
5. Embrace technology by being willing and able to check and respond to emails/messages, prepare documentation, and attend meetings via video conferencing.
6. Promote a safe, secure environment in all areas of responsibility.
7. Comply with all standards of accreditation and licensing agencies and adhere to all organizational policies, procedures, and guidelines.
8. Use Crossnore Communities for Children resources efficiently and conservatively, including time, facilities, vehicles, equipment, supplies, and funds.
9. Assume responsibility for personal and professional development through appropriate use of regular supervision (individual or group), participating in meetings, maintaining continuing education requirements, licensure and certifications and attendance at classes, workshops, etc., to improve professional skills.
10. Maintain professional conduct and image to actively promote the mission, value, and purpose of Crossnore Communities for Children.
11. Ensure the provision of quality services through participation in Crossnore Communities for Children Performance and Quality Improvement.

## **JOB DUTIES AND RESPONSIBILITIES:**

1. Manage and produce visual content for videos, website, social media posts, and marketing materials to raise the visibility of Crossnore Communities for Children.
2. Manage and produce video projects to support the organization's work.
3. Identify best practices for usage of videos on all marketing channels.
4. Build and maintain a catalog of video assets.
5. Build and maintain a catalog of photography assets.
6. Manage graphic designs services for marketing materials, business cards, promotional products, etc.
7. Provide videography and photography support to other Crossnore programs/departments.
8. Assist with the internal and external enforcement of Crossnore Communities for Children's style guide and branding guidelines.
9. Keep current on all programs and activities at Crossnore Communities for Children.
10. Perform other duties as assigned by the Director of Communications.

**DAYS/HOURS OF POSITION and WORK CONDITIONS:**

Typical hours are 1st shift, Monday-Friday. Must be available to work some evenings and weekends as dictated by the demands of the position, including group events. Driving/travel and working outdoor events required.

**PHYSICAL DEMANDS: Medium**

Position may require lifting to 50 pounds at a time with frequent lifting or carrying of objects weighing up to 20 pounds. Frequent walking, standing, bending, and sitting. Frequent reaching and/or grasping using hands and/or arms. Required to ascend/descend stairs. Frequent use of hands requiring dexterity in using the telephone, computer keyboard, video equipment, or other objects. Visual ability including distance, peripheral and depth perception. Ability to drive. Regularly required to talk and hear.

The above list is not all-inclusive. Other responsibilities may become necessary in the course of working routines and therefore be required.

\_\_\_\_\_ *I understand that this job description does NOT constitute a contract for employment and that Crossnore Communities for Children may exercise its employment-at-will rights at any time.*

\_\_\_\_\_ *I understand that this job description is a guide and not all-inclusive, and is subject to change without advance notice to me. Management may, at its discretion, assign or reassign duties and responsibilities to this job at any time, due to reasonable accommodation or other reasons.*

\_\_\_\_\_ *I have received a copy of this job description and understand the responsibilities, and certify that I am able to perform the essential functions of this position as outlined in this job description with/or without accommodations.*

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
HR Representative Signature

\_\_\_\_\_  
Date