

# VIDEO DIRECTOR

Flatirons Church | Creative Team

## REPORTS TO:

Creative Director

## CLASSIFICATION:

FULL-TIME//SALARY //ON-SITE//MON-FRI //INCLUDES HOLIDAY, WEEKEND, AND EVENING HOURS.

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## WHY THIS ROLE MATTERS

Flatirons isn't just another church, and this isn't just another job. We're building something that demands attention and drives action. If you have a desire to help build a "No Matter What, No Matter Where" culture that inspires others to follow Jesus, we want to hear from you.

### LEAD. CREATE. DISRUPT.

Flatirons Church isn't looking for just another High School Director. We are looking for a visionary Video Director—someone who can lead, innovate, and tell stories that break through the noise and generate engagement at scale. This role demands a strategic creative leader who thrives on breaking the mold, crafting cinematic experiences, and using video to drive measurable digital impact.

If you're just looking to "make videos," this isn't for you. If you're ready to build a culture of bold storytelling that converts views into action, keep reading.

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## WHAT YOU BRING

### PERSONAL QUALIFICATIONS:

- Submits their life to God and the authority of His Word.
- Models a commitment to developing the character of Christ.
- Understands and supports Flatirons' vision and values; filters decisions through that lens.
- Embraces key values integral to Flatirons staff culture: integrity, honor, mission.
- Exemplifies qualities core to Flatirons DNA: humility, vulnerability, authenticity, humor.
- Willing to take calculated risks or try unconventional ideas to yield impactful results.
- Committed to continual growth—spiritual, personal, and professional—and invests in the growth of others
- Uses humor and relational connection to lead well and build a strong creative culture.



## PROFESSIONAL QUALIFICATIONS:

- Serious talent only. You should have a portfolio/reel that makes people say, “Whoa.” No portfolio/reel – no call back.
  - Deep expertise in cinematography, lighting, editing, and post-production.
  - Proficiency in Adobe Creative Cloud (Premiere Pro, After Effects, etc.).
  - Leadership experience—you’ve built and led creative teams before and know how to draw out the best in others.
  - High-level storytelling instincts—you don’t just make videos; you create experiences that move people.
  - Strong understanding of digital performance metrics—you know how to track engagement, optimize for platforms, and improve retention rates.
  - Ability to manage fast-paced projects with tight deadlines and evolving priorities.
  - Obsessed with quality. Your work is not just good—it’s standout-level.
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## WHAT YOU’LL DO

### VISION, STRATEGY & DIGITAL PERFORMANCE

- Set the standard for video storytelling at Flatirons—engaging, cinematic, and emotionally powerful.
- Develop and execute video strategies that drive digital engagement, retention, and conversions.
- Ensure video content is optimized for social media, YouTube, website, and other platforms—understanding how to craft content that gets watched, shared, and acted upon.
- Track and analyze video performance data (watch time, engagement, audience retention, conversion rates), using insights to refine strategy and execution.
- Collaborate with the Marketing Team to ensure video content supports larger digital campaigns and audience growth efforts.

### PRODUCTION & EXECUTION

- Direct, shoot, and edit high-caliber video projects that demand attention.
- Oversee all phases of production—pre-production, filming, and post-production—ensuring top-tier execution.
- Maintain a high level of cinematography, lighting, and editing techniques that rival industry standards.
- Work with marketing and creative teams to create cohesive, strategic storytelling.
- Stay ahead of trends, bringing fresh techniques and next-level innovation to church media.

### TEAM LEADERSHIP & DEVELOPMENT

- Lead, mentor, and inspire a team of videographers, editors, and freelance talent.
- Create a culture of creative excellence—where big ideas are encouraged, and execution is unmatched.
- Set clear expectations and hold the team accountable for delivering exceptional work.

- Actively recruit and develop top-tier talent—Flatirons should be known for having the best creative team in the church space.

## PROJECT, RESOURCE & DIGITAL ASSET MANAGEMENT

- Oversee production schedules, ensuring projects meet deadlines and exceed expectations.
- Manage and maintain all video equipment, keeping it in top working condition.
- Ensure all video content is properly archived, categorized, and repurposed for future use.
- Strategically allocate resources to maximize impact while keeping projects on budget.

## THIS ROLE IS FOR A STRATEGIC, DATA-DRIVEN STORYTELLER.

Flatirons is looking for a Video Director who can push creative boundaries, track digital performance, and scale high-impact content. This role requires both a cinematic mind and a strategic brain—someone who understands not just how to make great videos but how to make them work in a digital ecosystem.

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## COMPENSATION & BENEFITS:

- **STARTING SALARY** \$85,000 – We recognize the value of your skills and dedication as we work together to bring the awesome life of Christ to a lost and broken world. Our salary range is designed to reflect your expertise and commitment to our mission.
- **HEALTH COVERAGE** – Enjoy peace of mind knowing you're covered. We offer 100% paid Health, Dental, and Disability Insurance for you and your family through Flatirons. You can also customize your coverage with optional buy-up options, including voluntary insurance coverages, ensuring you're supported in every aspect of life.
- **TIME OFF** – We believe in the importance of rest and renewal. You'll receive 3 weeks of Paid Time Off (PTO) each year to recharge, plus an extra week after Christmas services so you can truly unwind and spend time with loved ones.
- **RETIREMENT** – Your future matters as we work together to share Christ's love. Take advantage of our 403(b)-retirement plan with a generous matching contribution of up to 10% of your salary, so you can plan for tomorrow, today.
- **ACADEMY DISCOUNT** – We're committed to your growth of and the growth of your family. That's why we offer a tuition discount at Flatirons Academy to develop your kids' faith and knowledge.