



POSITION TITLE: MEDIA SPECIALIST
REPORTS TO: ASSISTANT DIRECTOR OF COMMUNICATIONS AND ADVANCEMENT
FLSA STATUS: HOURLY NON- EXEMPT (25 HOURS A WEEK)
DEPARTMENT: COMMUNICATIONS, STRATEGIC SERVICES
SALARY RANGE: \$19-\$21/HOUR

SUMMARY: The Media Specialist exemplifies the Christian philosophy of the St. John's Lutheran Church mission statement in all aspects of day-to-day duties and responsibilities. The Media Specialist supports the overall Communications and Ministry efforts with marketing-focused digital content and effective distribution channel development. This position is responsible for producing, filming/photography, and editing storytelling-driven media for a variety of platforms and channels. This position collaborates with cross-functional teams to create engaging video and media content. This position is an active support role to the entire Communications team, using creative and innovative means to impact St. John's cultural presence.

POSITION ESSENTIAL RESPONSIBILITIES:

- Demonstrates values and attributes in connection with the faith being taught by St. John's. Lutheran Church, with the purpose of being a role model to employees and those being served.
- Collaborates with members of communications team on distribution of promotional content through streaming, web, and social media outlets.
- Manages online video platforms such as; YouTube, Vimeo, and Sermon.net. Designs and organizes each platform to ensure a clear, attractive, and simple user experience. Publishes, categorizes, and footnotes all weekly worship services and additional ministry videos to the platforms.
- Produces weekly videos (both full and in part) for distribution at worship services, social media, and web.
- Maintains all photographic, video recording and digital editing equipment.
- Collaborates with other members of tech and communications team to help design, film, produce, and edit promotional video pieces for St. John's church and school ministries.
- Assists with aspects of live-stream implementation and online publication.
- Some photography is required of events and sermons.
- Be available to work some weekends to film/photograph at multiple events on campus.
- Must be able to take a project from concept to completion.
- The Media Specialist must have the ability to work in a fast-paced environment where roles fluctuate on a project-by-project basis.
- Performs related duties as assigned.

KNOWLEDGE AND SKILL REQUIREMENTS:

- High School degree OR equivalent.
 - Must attend St. John's Lutheran Church new member classes or be a current church member.
- Intermediate Language Skills** (written, verbal) – must have excellent written and verbal communication skills and the ability to work well with various personality types.
- Intermediate Reasoning Ability** – Ability to apply common sense understanding to carry out instructions provided in written, oral or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Intermediate Organizational Skills – Intermediate abilities with planning multiple priorities simultaneously, create work schedules and anticipate proactive solutions. Demonstrates self-initiative by requiring minimal direction, as well as anticipating problems and providing appropriate responses. Ability to work with appropriate pace and urgency.

Advanced Computer Skills – Basic skills using Microsoft Office software, and other custom software utilized by the organization. Ability to use web based and software solutions to capture, design, edit and distribute photographic and video content across multiple platforms with a wide variety of creative solutions. Ability to use internet-based applications and other industry – specific software.

PHYSICAL DEMANDS/ WORK ENVIRONMENT:

- Frequently engaged in standing, walking, sitting, using hands and arms, talking and hearing.
- Occasionally engaged in climbing, stooping, kneeling, crouching and crawling.
- Occasionally lifts up to 50lbs.
- Must be able to see clearly at both close and far distances (20 feet or more). Must have the ability to see using peripheral vision and depth perception.

Employee Name:	
Employee Signature:	Date:
Supervisor/Manager Name:	
Supervisor/Manager Signature:	Date: