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CONTENT PRODUCER (VIDEO)

Application Pack

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ROLE OF CONTENT PRODUCER (VIDEO)

As **Content Producer (Video)**, you will create high-quality videos showcasing Church Army's impactful work across the UK. You'll plan, shoot, and edit videos for social media and digital platforms, producing compelling content that supports our organisational objectives.

The Content Producer (Video) works collaboratively with the Copywriter and Content Producer (Stories) to deliver cohesive and engaging narratives that highlight Church Army's mission and values and support our fundraising efforts.

As part of a team of digital and creative professionals, you'll travel to various project sites across the UK to capture stories that highlight the transformative work of Church Army.

Due to the nature of Church Army's mission and values, the Content Producer (Video) will be deeply involved in fostering and promoting our Christian ethos within the communications team and across the organisation. Therefore, it is an occupational requirement for the post holder to have an active Christian faith in Jesus, enabling them to authentically represent and embody the vision and values of Church Army in their daily work and interactions.

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This job might be for you if you:

- Have strong videography and editing skills, with a particular expertise in social video
- Are as comfortable with a phone camera as you are with a cine camera
- Can cut video for various social media platforms and know your way around motion graphics software
- Love to plan, manage and deliver video projects
- Enjoy working collaboratively in a team setting

Andrew Horton, Head of Communications & Digital Engagement

JOB DESCRIPTION

Job Title:	Content Producer (Video)
Location:	Wilson Carlile Centre, Sheffield (Hybrid)
Responsible To:	Brand Lead
Relating To:	Communications Team, Fundraising Team, and other national staff teams.
Purpose:	The Content Producer (Video) is responsible for creating high-quality video content that showcases the impactful stories of Church Army's work across the UK and Ireland.
Objectives:	<ol style="list-style-type: none">1. Video Production, Planning and Execution Strategically plan and execute video shoots at Church Army project sites. Oversee all stages of video production.2. Creative Visual Storytelling. Utilise technical expertise to capture visually compelling footage and use motion graphics editing to deliver engaging content for social media channels.3. Integrated Content Collaboration: Collaborate with content creators to maintain a unified message across formats.4. To be an active member of the Co.Lab team

RESPONSIBILITIES AND KEY TASKS:

1. Video Production Planning and Execution. - Strategically plan and execute video shoots at Church Army project sites. Oversee all stages of video production.

- 1.1 Plan and conduct video shoots at Church Army project sites across the UK and Ireland, capturing the essence and impact of the projects through visual storytelling.
- 1.2 Manage all aspects of video production, from pre-production planning, including script approval and shoot scheduling, to shooting, and editing.
- 1.3 Create engaging video content specifically designed for social media platforms such as Facebook, Instagram, TikTok, X, and YouTube.

- 1.4 Understand the nuances of each platform to tailor content, maximising reach, and viewer engagement.
- 1.5 Create video case studies of stories from our Centres of Mission and Key Projects for use at events, in training resources, as well as for social media.

2. Demonstrate technical expertise in creative visual storytelling - Utilise technical expertise to capture visually compelling footage and use motion graphics editing to deliver engaging content for social media channels

- 2.1 Operate various video production equipment and maintain technical proficiency with cameras, sound equipment, and other production tools.
- 2.3 Apply skills in motion graphics editing to produce visually appealing and emotionally engaging video content.

3. Collaboration and Content Integration - Collaborate with content creators to maintain a unified message across formats.

- 3.1 Work closely with the Content Producer (Stories) and Copywriter to ensure a unified and consistent message across all content formats.
- 3.2 Collaborate with the Brand Lead to align video content with Church Army's brand guidelines and strategic objectives.
- 3.3 Collaborate with other comms team members to support with copywriting, updating the website, data analysis etc.

4. To be an active member of the Co.Lab team

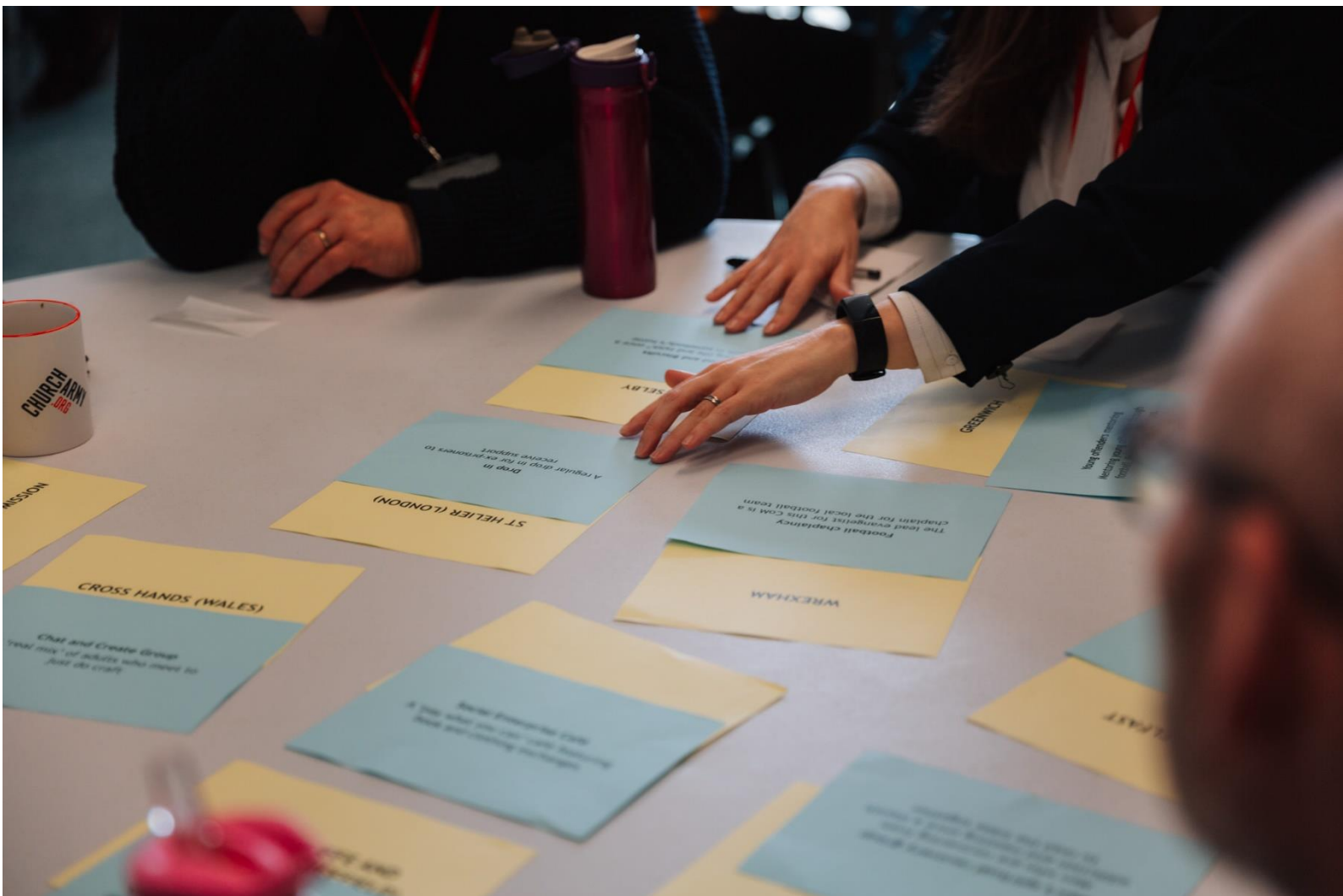
- 4.1 To share in the life, objectives and shared practices of the Co.Lab team.
- 4.2 To attend and take part in Co.Lab gatherings.
- 4.3 To share in the general responsibilities of all staff with regard to welcoming visitors, dealing with post, handling phone calls and general enquires as required.

General

- Stay current with the latest trends in video production and social media content to continually improve the quality and impact of Church Army's video content.
- Participate in regular team meetings, providing updates on video projects and their alignment with organisational goals.
- To undertake any such duties as are commensurate with the post at the direction of the line manager, or their senior.
- To be an active member of the Communications Team, participating in team meetings and in the overall objectives and life of the teams.
- To attend an annual appraisal and regular one to ones with the line manager.
- To undertake any training or professional development as required for the role as identified in an appraisal or supervision.
- To adhere to Church Army's contractual and non-contractual policies at all times. These are outlined in the Staff Handbook and on Church Army's intranet document library.
- Act in the best interest of Church Army at all times

TRAINING

As a responsible employer we value the importance of professional formation and expect our employees to commit to ongoing training towards fulfilling their roles. We will provide you with the support you need to succeed, including professional training where appropriate, regular 1-2-1s with your line manager and all the support that comes from being part of a national charity and a loving community.



ROLE REQUIREMENTS

The following sets out what we are looking for in the post holder. As you apply for the post and submit your application, please make sure you evidence with good clear examples how you meet the criteria below.

All aspects of the person specification will be assessed via the application form, interview and selection process, and within pre-employment check (e.g. references).

The candidate will need to model the Church Army values in their work and life. You must be in sympathy with the vision and values of Church Army and be willing to represent the organisation in public.

Due to the nature of Church Army's mission and values, the Content Producer (Videos) will be deeply involved in fostering and promoting our Christian ethos within the communications team and across the organisation. Therefore, it is essential for the post holder to have an active Christian faith in Jesus, enabling them to authentically represent and embody the vision and values of Church Army in their daily work and interactions.

Essential:

Knowledge and Understanding

- In-depth understanding of video production processes and techniques.
- Knowledge of social media platforms and their video content requirements.
- Awareness of digital storytelling trends and best practices.

Experience

- Proven experience in planning, shooting, and editing videos for digital platforms.
- Demonstrated experience with motion graphics and video editing software (e.g., After Effects, Adobe Premiere Pro, CapCut).
- Experience working collaboratively within a creative team.

Skills

- Strong technical skills in operating video production equipment (cameras, sound equipment, lighting).
- Strong technical skills in video editing and motion graphics.
- Excellent organisational and project management skills.
- Ability to translate strategic objectives into compelling visual stories.
- Strong communication and interpersonal skills.
- Data analysis skills to measure the effectiveness of video content.

Attributes

- Creative and innovative mindset with a keen eye for detail.
- Ability to work independently and manage multiple projects simultaneously.
- Passion for storytelling and creating impactful content.
- Willingness to travel to various project sites across the UK.
- Alignment with Church Army's mission and values.

Desirable:

Knowledge and Understanding

- Familiarity with Church Army's work and its impact within communities.

Experience

- Experience in creating content for fundraising campaigns.
- Background in working with charitable organisations or non-profits.
- Experience in content strategy and digital marketing.

Skills

- Expertise in creating content for different social media platforms, including platforms like TikTok and Instagram.

Attributes

- Proactive in staying updated with the latest video production trends and social media advancements.
- Ability to work in a fast-paced environment and adapt to changing priorities.
- Enthusiastic about participating in team activities and contributing to a collaborative work culture.

OUTLINE TERMS AND CONDITIONS

Location	Wilson Carlile Centre, Sheffield. We are currently operating a 60/40 hybrid model for an office/home split.
Salary	£27,885 per annum
Hours	37.5 hours per week (full-time)
Pension	Church Army is an auto enrolment employer. If you are eligible for pension contributions, you will be enrolled into a qualifying scheme and minimum pension contributions will be made by the employer.
Annual Leave	25 days per annum plus bank holiday.
Probation Period	6 months
Contract Type	Full Time, Open Ended
Notice Period	4 weeks (after Probation Period)
DBS Requirement	A DBS check is not required for this post. However, all staff are expected to read and comply with Church Army's Safer Ministry Policy.
Occupational Requirement	This post is subject to an Occupational Requirement under the provisions made in the Equality Act 2010 that the post holder has an active faith in Jesus. The successful candidate must be in agreement with the vision and values of Church Army.

We also offer our staff:

- Life Assurance cover at 3 x salary
- Access to employee perks scheme through Life Works
- Access to cycle to work scheme
- Free Employee Assistance Programme available to staff 24/7
- Free confidential counselling service

WHAT MAKES US CHURCH ARMY

Our Vision

For everyone everywhere to encounter God's love and be empowered to transform their communities through faith shared in words and action.

See our [We Are Church Army](#) video.

Our Values

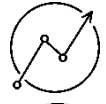
Everything we do is underpinned by our GRACEUP values:



Generous - We believe God is generous and we want to model that generosity to others.



Risk-taking - We have a long heritage as a pioneering movement, taking calculated risks and giving our staff permission to try new things.



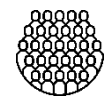
Accountable - We are accountable to God and others, and we want to be reliable and responsible to high professional standards.



Collaborative - We are committed to partnering with others who share our values; we believe collaboration enhances the potential and outcomes of our work.



Expectant - We are hopeful, expecting God to do new things through our frontline work and the Church Army community.



Unconditional - We believe God loves everyone and every person is significant in His eyes. We serve anyone regardless of their age, gender, race, sexuality, faith, ability, status or circumstances.



Prayerful - We listen to God through prayer, and we want to be obedient to Him. We want to be like Jesus in all we do.

Working with Us

We aspire to see our teams reflect the communities they serve, and to have a diversity of people and views reflected across our organisation. We are a Christian charity working with people of all faiths and none. We ask that our team, where being a Christian is not a requirement, to respect and be sympathetic to our history, work, vision and values.

We welcome and encourage job applications from people of all backgrounds. We particularly welcome applications from candidates from black and ethnic minority backgrounds. We are an equal opportunities employer and we do not discriminate on the basis of any characteristic, including those protected by the Equality Act.

Church Army staff have access to a wide range of benefits, and you can find some of these listed on our [website](#) below our vacancies.

APPLICATION PROCESS

To apply, please submit a Church Army Faith-based Application Form which is available to download from the job advert on our website.

Deadline:

29/07/24

Interview date:

12/08/24

What to expect from our Recruitment Process:

- Upload your completed application form on our website, or email it to recruitment@churcharmy.org
- One of our team will acknowledge your application
- Applications are shortlisted against the person specification
- You will be contacted as to whether you have been invited to interview

Offers of employment are made subject to:

- Evidence of your eligibility to work in the UK
- Successful completion of a probationary period
- Two satisfactory references, including one faith based

References are usually only requested once an offer has been made. We will ask for your permission before seeking any references.

For more information about Church Army please visit: www.churcharmy.org
