

MEDIA MANAGER

Columbia Union Conference | Communication / *Visitor* Magazine

LOCATION Columbia Union Conference Headquarters, Columbia, MD (in-person)

STATUS Full-time / Exempt

POSITION SUMMARY

The Media Manager creates and manages engaging multimedia content across video, social media and digital platforms. This hands-on role leads video production from concept through post-production, develops platform-native social content, supports digital distribution and manages the Columbia Union app, while collaborating with the Communication team to advance the Columbia Union's visual identity and communication goals.

KEY RESPONSIBILITIES

Social Media

- Conceptualizes, develops and produces native social media content, including short-form video, interviews and other platform-specific content for the *Visitor's* social media channels.
- Collaborates with the Communication team to plan and develop content for the *Visitor's* social media platforms.
- Maintains expert-level knowledge of high-performing and emerging content formats across Instagram, TikTok, YouTube, Facebook, X and other relevant platforms.
- Works with the digital editor to cross-promote, repurpose and repost content.

Video Production

- Serves as lead videographer on productions, managing camera, lighting, audio and talent.
- Prepares and publishes video content across Columbia Union and *Visitor* platforms, including websites, YouTube, social media and digital advertising channels.
- Leads concept development, storyboarding, scriptwriting and location scouting.
- Directs multiple production styles, including narrative, documentary, corporate, action and product.
- Creates and edits motion graphics, including logo stings, lower thirds, title screens, end screens and animated infographics.
- Performs post-production activities, including scene selection, editing, graphics, sound design, special effects, music selection and media conversion.
- Electronically backs up final production files, preserving layers and editability to allow for additions, corrections, modifications and rapid updates.
- Monitors industry trends in video production, motion graphics, advertising and digital distribution, and recommends strategies for integrating them into communication and marketing initiatives.
- Maintains production schedules and routes content to internal stakeholders and administration for approval.
- Develops and maintains a roster of contract producers, videographers, editors and production crews for outsourced projects.
- Recommends equipment and technology to strengthen audio, video, photography, multimedia and presentation capabilities.
- Collaborates with the art director, designer and editors to plan and develop video projects and to shape and maintain the Columbia Union's visual identity and brand across video, animation, social media and web platforms.

Video Services

- Partners with IT Services to record and/or livestream meetings, conventions, constituency sessions and other events.
- Provides video production services to departments across the Columbia Union.

App Management

- Manages, monitors and maintains the Columbia Union app, ensuring content is current, functionality is optimized and the app provides a user-friendly experience.
- Monitors app analytics and provides periodic reports on usage, engagement and performance; manages the app's operating budget.
- Works with the *Visitor* advertising manager to plan and manage in-app advertising.
- Develops strategies and collaborates with departments to use the app for meetings, conventions, constituency sessions, camporees and other initiatives.

QUALIFICATIONS

Education

- A bachelor's degree in video production, digital media, communications, mass media, film, marketing or a related field, or an equivalent combination of education and professional experience.

Experience

- Three to five years of relevant professional experience preferred. Exceptional candidates with less experience who demonstrate strong capabilities through their portfolio, internships and/or related experience will be considered.

Portfolio

- A strong portfolio and/or demo reel demonstrating professional-level video production, editing, visual storytelling and digital content creation.

Preferred

- Experience with still photography and/or drone operation is a plus.

KNOWLEDGE, SKILLS & ABILITIES

- Demonstrates active engagement with and support for diverse individuals, opinions and perspectives, and supports the Seventh-day Adventist Church's mission, vision and values.
- Proficiency with professional video editing software, such as Adobe Premiere Pro, Final Cut Pro or DaVinci Resolve; experience with motion graphics software such as Adobe After Effects is strongly preferred.
- Broad knowledge of film and video production, including professional camera operation, lighting systems and audio recording.
- Experience creating high-performing vertical video and mobile-first social content.
- Demonstrates a distinctive visual point of view and advanced editing skills to build compelling narratives using interviews, images, sound and motion graphics.
- Demonstrates strong communication and editorial skills, with the ability to collaborate with writers and contribute to scripts, social media copy and other multimedia content.
- Knowledge of audio recording for interviews and live or acoustic productions.
- Knowledge of livestreaming software, hardware and workflows.
- Works independently and collaboratively to develop creative solutions, define communication concepts and manage scope, theme, audio/visual elements, budgets, timelines and priorities.
- Demonstrates strong interpersonal and communication skills, including tact, diplomacy, client relations and customer service.
- Builds and maintains effective working relationships.
- Demonstrates excellent organization, flexibility and project-management skills, with the ability to manage multiple projects, adapt to changing priorities and deliver high-quality assets within tight timeframes.
- Demonstrates excellent attention to detail and effective time management.
- Available for occasional evening and weekend assignments and travel as required.
- Must have a valid driver's license.

PHYSICAL REQUIREMENTS

- Able to perform pre-production activities such as location scouting, set preparation, studio setup and moving equipment.
- Work is performed in a variety of settings, including on location, in the studio and in an office environment.
- Position requires manual dexterity and may involve standing, walking, sitting, bending, reaching, kneeling, pushing and pulling.
- Ability to lift and carry production equipment weighing up to 25 pounds, with or without reasonable accommodation.
- Follows established safety practices and reports unsafe conditions or behavior.