

Department: Communications

FLSA Status: Non-Exempt | Full-Time

Reports To: Director of Communications

Position and Church Summary:

The Creative Content This position is critical to expand the reach of Bethel Church while simultaneously enhancing Bethel's effectiveness to pursue our fundamental goal, which is to make disciples of Jesus Christ whose lives are all about him.

Bethel is a growing, nondenominational, evangelical church that is striving to exalt Christ through expository preaching, God-saturated worship, loving community, and gospel outreach. We are located 30 minutes south of downtown Chicago in Northwest Indiana. Our five locations average between 3,200-3,400 people each weekend across eight services (pre-COVID). *Outreach Magazine* has named Bethel one of the 100 largest churches (2019) and 100 fastest growing churches (2017) in America. Visit bethelweb.org for more information.

Primary Tasks

Storytelling & Capturing

- Capture photo and video of Sunday services, all campus events and other ministry highlights at Bethel Church
- Cull, edit & archive photographs and video files
- Maintain, organize and oversee photo and video archive
- Collaborate with other ministry staff to execute videos, photography and other visual storytelling needs

Volunteer Recruitment

- Assist Communications Director with the development and maintenance of our campus photography/videography teams, which includes but isn't limited to:
 - o Recruiting, training and equipping volunteers
 - o Scheduling volunteers
 - o Maintaining and growing relationships

Promotions and Social Media

- Curate and distribute weekly announcements to campuses

- Monitor online analytics and reports to help the communications team make informed decisions based on the data collected
- Write high-quality content for web, print, announcements, social media and internal applications
- Curate, develop, and implement social media campaigns to support the mission and vision of Bethel Church
- Effectively tell the story of “what God is up to” on our social channels and other digital platforms. This includes but isn't limited to:
 - o Strategically oversee the planning, scheduling and posting to our social media channels
 - o Writing content fully encompassing the visual story of what God is up to at Bethel Church
 - o Maximize blog content, videos, photos, podcast materials for use as online discipleship tools

Digital Marketing and Content Development

- Collaborate with a team to grow and leverage podcasts (The Journey), YouTube and other platforms to create engagement with audiences outside of the church
- Help oversee appropriate platforms for broadcasting weekend services (YouTube,tgm Facebook etc.)

General Church Duties

- Participate in all required events and activities for Bethel Church staff, such as Sunday services (including major holidays), staff meetings, prayer meetings, specific events, continuing education events, training opportunities etc.
- Other responsibilities may be added as new ministry needs arise and personal gifting develops

Qualifications

- Minimum of 2-3 years professional experience as a digital creative content creator
- Leadership experience preferred
- Knowledgeable about current trends and best practices for online engagement and digital content creation
- Proven track record in growing the social media presence of a church, nonprofit, or business
- Self-motivated and enjoys working in a fast-paced environment with multiple priorities
- Committed to teamwork with leadership, staff, and congregation of Bethel Church
- A Mature Christian who possesses a strong and growing relationship with Jesus Christ
- Identifies closely with the mission, values and doctrinal position of Bethel Church

Competencies

Creativity – Has the ability to think in fresh, innovative, and artistic ways. Possesses a good aesthetic sense and can fairly evaluate the quality and appeal of various artistic works.

Administration – Strong ability to simultaneously support/manage multiple projects from beginning to end with dependability and excellence.

Writing – Strong written and verbal communication skills. A strong passion for storytelling.

Leadership – Works well with a large and diverse staff team. Has a desire to collaborate and develop strong healthy relationships with key leaders and volunteers.

Technology – Proficient in the utilization of various software platforms. This includes but is not limited to, Adobe Creative Suite, Mac, Social Media Platforms (Facebook, Instagram, Twitter etc.), Photography and Videography (Canon or Sony Preferred)

Contact Information

Submit applications to Danielle Truckenmiller at dtruckenmiller@bethelweb.org