DIGITAL MEDIA SPECIALIST
8.2022

POSITION OVERVIEW

The Digital Media Specialist will be responsible for coordination, editing, and production of livestream and other broadcasts, as well as creating, recording, and editing video content for worship, marketing, adult education, and other services and events at Trinity Presbyterian Church ("TPC"). The individual will support the audio/visual ("A/V") needs of TPC's staff and ministries and will be responsible for the safekeeping and effective use of TPC's A/V equipment.

Average Hours/Week: 40
Work days: Sunday-Thursday
Status: Full Time, Exempt
Reports to: Director of Communications
Supervises: A/V technicians and volunteers

RESPONSIBILITIES

Team Development/Strategy

- Work closely with Director of Communications to implement digital and video facets of communications strategy.
- Collaborate with clergy to ensure excellence in livestreaming of Sunday morning and other worship services, including memorial services.
- Recruit, train, schedule, and supervise paid staff and volunteers who assist with all production elements of livestreaming and recording video.
- Train staff on use of A/V equipment.
- Assist staff and church members with technology set-up and use for classes, meetings, and other events.
- Assist church members in using TPC technology in order to access worship, both in person and remotely, with particular focus on hearing technology.

Content Creation and Editing

- Direct/produce livestream; oversee camera and sound work, as well as post-production needs.
- Edit recordings of worship, classes, and other events for effective posting.
- Create original video content to support communications strategy.
- Create podcasts from recorded content.
- Assist with other digital media as directed.
- Oversee labeling, storage, archiving, and SEO of recorded content.

Administration

- Maintain metrics on all digital media platforms
- Develop and administer an A/V needs calendar; communicate with all staff members and ministry leaders to ensure coordination of needs and use of equipment.
- Oversee proper use, care, and storage of A/V equipment.
- Track and ensure compliance with any media-related licenses.

- Attend staff meetings and other meetings as requested.
- Other duties as assigned.

QUALIFICATIONS AND REQUIRED SKILLS

- Bachelor's degree or equivalent, plus 1-3 years' relevant experience.
- Intermediate, or greater, understanding of videography concepts like framing, lighting, backgrounds, composition, camera placement, zooming, panning, when to use manual focus/auto focus, white balance, frame rate, ISO, and color balancing.
- Fundamental understanding of sound physics audio signal processing, different types of microphones and their optimal placement, channel gain/EQ/compression/gates, and live and recorded sound mixing.
- Video creation and editing experience using pro-level editing software; audio mixing experience and proficiency with related software and equipment.
- Proficiency with Adobe Premiers Pro and/or Final Cut Pro, PowerPoint, Adobe Auditions, Ableton Live, Pro Tools, and/or Logic Pro, Pro Presenter, Resi, Listen Everywhere (BYOD), BrightSigns, BrightAuthor, Zoom, and the integration of software platforms.
- Experience with video data storage, archiving, labeling, and SEO.
- Creativity, vision, attention to detail, organization and ability to manage multiple projects. Readiness to learn, initiative in seeking best practices in digital media and video.
- Positivity, personal desire for excellence in work, discipline and diligence in completing required tasks, and commitment to work as part of a ministry team.
- Flexibility in hours and ability to work Sunday mornings.
- Familiarity with livestreaming worship and the PC(USA) a plus.
- As with all positions at Trinity, the individual in this position must meet the requirements of and comply with Trinity's Child Protection Policy.