



VIDEO CONTENT CREATOR

POSITION DESCRIPTION

STATUS: Part-Time, 8 hours a week

REPORTS TO: Marketing Manager

OBJECTIVE OF POSITION:

The Video Content Creator will become the face of our clinic across social media platforms. This position will assist our Marketing team by reaching local women and educating them about our clinic, primarily by working to expand our presence and reach on TikTok. You will need to be able to quickly capture and engage an audience and be comfortable on camera.

ORGANIZATION MISSION:

Women think abortion is the only way out of an unplanned pregnancy. We provide the help and hope local women need to choose life for their baby.

KEY CHARACTERISTICS:

1. Passionate Christ Followers

Our faith in Jesus informs every action we take.

2. Unshakeable

We stand for life no matter what it costs.

3. Lovingkindness

We believe lovingkindness is a lifeline to pregnant women in crisis.

OTHER EXPECTATIONS:

This is a part-time hourly position at our Newport News location, as well as the ability to work around the community.

QUALIFICATIONS

- Be a committed Christian with a consistent testimony and active in a local church.
- Exhibit strong commitment and dedication to the pro-life cause and sexual purity.
- Agree with and be willing to uphold Care Net Peninsula's Statements of Faith and Principles, Commitment of Care, Center Policies and Procedures, and pledge of confidentiality.
- Excellent communication skills, both in collaborating with team members and engaging with the TikTok audience.
- Strong visual and storytelling skills, with an eye for detail and a knack for capturing attention quickly.
- A knowledge of Tik Tok's platform, trends, challenges, and its unique community culture preferred.

MAJOR DUTIES & RESPONSIBILITIES

1. TIKTOK CONTENT CREATION

90%

- Conceptualize and create engaging, original, short-form video content for TikTok that aligns with the ministry/clinic's voice and objective.
- Stay ahead of TikTok trends, challenges, and cultural moments to implement relevant and timely content into the social media strategy.
- Collaborate closely with our marketing team to understand campaign goals and messaging, translating them into visual narratives.
- Create end-to-end video content, which includes filming, editing, sound, and visual effects, to deliver polished content.
- Experiment with different video styles, techniques, and formats to keep content fresh and appealing to diverse audiences.
- Engage with TikTok followers and monitor comments and trends to foster a sense of community and drive meaningful interactions.
- Use video performance metrics and insights the marketing team provides to adapt content to strategies to drive engagement and growth.

2. OTHER

10%

- Attend and constructively participate in meetings when necessary

EVALUATION

The Marketing Manager will perform a written evaluation of the Video Content Creator annually.