



Job Description & Person Specification

# Creative Content Producer (Audio and Video)



**‘The fruitfulness that changes lives and nations ripens in the valley of everyday, Monday to Saturday, ordinary living.’**

Mark Greene, LICC Mission Champion

## **About LICC**

LICC was established by John Stott in 1982 to help Christians integrate the gospel in all of life and impact the wider culture – for good.

Core to this vision is a commitment to whole-life discipleship: the idea that God is interested in every aspect of our lives and that disciples of Jesus are called to follow him Monday through to Sunday, whoever and wherever they are.

LICC is inspiring more people than ever with the whole-life discipleship vision, and equipping them with the tools necessary for the task of living out their calling – as a parent or teacher, a young person seeking work in the aftermath of a global pandemic, a plumber on the day’s fourth call, an accountant running the numbers, a retired person volunteering with their local wildlife trust – as we all grapple with the big issues of our times, such as the climate crisis, human identity, and the fragmentation of our society.

Our passion is to see a movement of Christians raised up, compellingly living out a whole-life gospel in their engagement with their everyday frontlines and culture. We see ourselves as catalysts in this movement, igniting imagination and leading thought and practice in contemporary whole-life discipling.

We seek to do so through our insights, research, teaching, consultancy, speaking, writing, resources, story-telling, and creative communications. We’re committed to doing so collaboratively, through our many partnerships with people, networks, denominations, and churches across the UK and beyond.

Our priorities are to fuel a sustainable whole-life discipling culture in the church and to develop and disseminate wisdom for Christians to live fruitfully on their everyday frontlines. This creative role is key as we seek to serve well all those who engage with us.

# Creative Content Producer (Audio and Video)

## Role Description

**Responsible for:** Producing and managing development of video projects, podcast content, and other digital resources required to meet our strategic goals and to engage our target audience optimally.

## Purpose

The role supports the growth of LICC's mission, through highly accessible, relevant, and innovative digital content, to catalyse a movement that envisions and empowers Christians to live as disciples of Jesus in their everyday lives.

It's an exciting time for LICC, as we focus on delivering our new strategy to reach a million UK Christians with the vision of whole-life discipleship in the next five years. We will expand our reach (with a strategic focus on 18- to 35-year-olds) including through work equipping local churches to grow whole-life disciples.

As Creative Content Producer you will play a key role in LICC's Creative Team, delivering fresh and innovative solutions for communicating the whole-life vision of LICC through visual and audio content.

In this role you will 'make things happen', helping to shape and create the messaging, style, and quality of our products and content, and coming up with impactful ways to communicate our message.

You'll produce videos and podcast content yourself, as well as hold LICC's relationships with external partners and agencies, planning and project managing to ensure smooth execution and maximise effectiveness. You'll provide technical and creative advice for the wider LICC team in the audiovisual space and will write excellent scripts and briefs. You will have a particular responsibility for LICC's video and audio content strategy and will lead on development of creative solutions for marketing materials, products, and communications.

## Key responsibilities

1. Lead and project manage key video and audio production projects, delivering on budget and on time, including:
  - Overseeing long-term projects with video production agencies and broadcasters
  - Managing freelance videographers from briefing through to delivery
  - Managing podcast producers from briefing through to delivery
  - Guiding content teams in stylistic development and timely delivery of scripts and performances
  - Managing internal stakeholders
2. Develop, capture, and deliver video and audio projects with originality, creativity, and excellence, including:
  - Filming and editing short clips, promotional videos, interviews, reels, or live events
  - Recording podcasts and other audio excerpts
  - Along with the Digital Lead and events team, delivering high-quality livestreaming, recording, and other video support for events
3. Work with the Communications Team to envisage, ideate, write, and create original cross-platform campaigns for social media and other digital channels
4. Ensure LICC brand standards are upheld consistently in audio and video content across all LICC channels and by third parties
5. Act as video and audio expert for the wider LICC team, consulting on digital behaviour, effective use of digital media, and optimisation of new technologies to reach team member goals
6. Lead LICC in the video and audio spaces, developing policies and standard practices that ensure optimised visuals and audio
7. Explore new media for LICC, leading on understanding of trends and innovation in the audiovisual space, and contributing creativity in developing and delivering the strategy

## Structure

- While there are no direct reports to this role, the role oversees the work of contractors and agencies, and the creative work of part-time members of the Creative Team

## **Qualities, experience, and skills**

You'll be someone who loves to write, produce, create, and collaborate with an outstanding team and tell compelling stories using every tool in your toolbelt – and ones you've yet to use. You'll bring a whole host of ideas and energy, alongside an appetite to get things done. You'll have demonstrable experience in a video and/or communications role and possess excellent creative judgement, with a strong eye for quality and with the ability to assess creative output against brand guidelines. Comprehensive experience in editing software and filming is essential. A working knowledge of Adobe Premiere Pro is ideal, whilst familiarity with Photoshop, After Effects, and/or illustrator would be helpful.

This role calls for someone with effective organisational skills, and an ability to prioritise workload, pay attention to detail, and see projects through to completion. You're able to work collaboratively with a variety of stakeholders and thrive working on a variety of projects. You are responsive to constraints and contributions, an agile worker, and an avid learner. You'll take an active role in team meetings and idea generation to improve strategy and systems and you'll be motivated by the mission of LICC. You'll be someone who loves to problem solve.

This is a newly created role, due to an exciting expansion in our team. As such, the new postholder will have opportunities to pioneer new capabilities, processes, and projects. This is a great chance for a practical and curious self-starter to help us accelerate toward our goal of reaching a million Christians across the UK.

It goes without saying that you must be engaged by and committed to LICC's mission and values, able to translate them into every aspect of LICC's work and operate in a way that releases creativity and excellence in those with whom you work.

### **Essential skills and experience:**

- Experience of videography and filming
- Knowledge and experience in video editing and software, preferably Adobe Premier
- Ability to produce videos, from brief development to post-production
- Basic audio editing abilities, preferably in Adobe Audition
- Talent for and experience of scriptwriting and storytelling, especially collaboratively
- Strong time management, interpersonal, and organisational skills

### **Desirable skills and experience:**

- Knowledge of podcast development, scripting, and production
- Experience developing online courses
- Animation, illustration, or working with images and vector assets
- Marketing understanding or experience

- Familiarity with latest social media trends (TikTok, Instagram reels, YouTube vlogs)
- Knowledge of the Christian worship music scene

### **Terms and conditions**

This is a full-time, permanent post, based in London (flexible working options are available) with a salary in the range £28,000–£32,000 p.a., depending on experience. There are 25 days' holiday p.a. with statutory holidays in addition. Three further days' holiday are given between Christmas and New Year.

LICC offers a contributory company pension scheme, life assurance cover, and an interest-free loan for the purchase of an annual travel season ticket within London. This post is subject to an occupational requirement that the post holder is a committed Christian under Part 1 of Schedule 9 to the Equality Act 2010. You will be expected to be available for occasional evening events. A 'time off in lieu' arrangement is in place.

### **How to apply**

To apply for the role please email the following to Nigel Hall, Operations Director (nigel.hall@licc.org.uk), by **midday on 18 July 2022**:

- A full CV and covering letter outlining your motivation and relevant experience for the role
- A link to a showreel, portfolio, or samples showcasing a range of video or audio projects
- Details of three referees – one personal, one professional, and one from your church pastor/minister. References will only be sought should you be offered the role

If you have any questions about the role or about LICC don't hesitate to get in touch with Nigel by email (nigel.hall@licc.org.uk) or phone (020 7399 9575).

**Applications close at midday on Monday 18 July 2022.**

**First interviews will be held on 2 and 3 August 2022 with second interviews on 9 August.**