



HAWAII BAPTIST ACADEMY JOB DESCRIPTION

JOB/POSITION TITLE: Digital Media Coordinator

OFFICE/CAMPUS: Communications

REPORTS TO: Director of Communications and Public Relations

STATUS: 12 months, full time (exempt)

PRIMARY PURPOSE: To provide video, photography, and media services, which will enhance internal communications with staff and faculty, enhance external communications and retention with our families, enhance marketing efforts, and enhance HBA's public outreach and ministry efforts. This position will also help organize, disseminate, and facilitate digital media related projects, which includes but is not limited to ad production, ordering of HBA collateral items, and working/coordinating with vendors and contractors.

Ideal Candidate: We are looking for someone who is creative, loves to tell stories through visual mediums, organized and able to assist with budget management, self-motivated, works well under pressure and deadlines, flexible, strong communicator, and responsible.

ESSENTIAL DUTIES/FUNCTIONS:

General Responsibilities:

- Works cooperatively with the President's Office and the Administration Team, Principals, Christian Ministries, Admissions Team, vendors, and the HBA community.
- Captures, organizes, and helps facilitate photography and/or videography of school events, activities, programs, and stories. Examples of photo/ video projects include: capturing the first day of school excitement, health and safety video tutorials, training videos, Christian Education Week video projects, graduation related events, chapel video projects, President's video messages, convention messages, etc.
- Assists the Communications Director in identifying, capturing, and telling stories on our campuses through video and photography that would enhance internal and/or external communications.
- Take photos for social media, website, ad collateral, Soaring Eagle, and other marketing collateral.

- Provides input and also takes direction on all print, digital, media, and graphic collateral.
- Assist with editing chapel messages into bite-size pieces that can be shared with our greater community.
- Helps facilitate the ordering, invoices, tracking, and budget management of HBA collateral handled through the Communications Office which includes items such as letterhead, envelopes, business cards, banners, brochures, t-shirts, flyers, and more. Works with advertising vendors and contractors, facilitates invoices, and helps track budget.

OTHER DUTIES/FUNCTIONS:

- Keeps media library and media buys organized
- Shares videos and photography for other HBA needs (i.e. yearbook)
- Helps manage HBA's YouTube channel and HBA's other social media and online platforms
- Other duties as assigned

CORE COMPETENCIES REQUIRED OF ALL EMPLOYEES OF HBA: An employee of HBA must demonstrate the following core competencies:

- Christ-like Conduct. Imitate the life of Jesus Christ and take on his behavior, mindset, choices, and character, and apply it to everyday life. Exhibit love, humility, compassion, and servanthood, and allow God the opportunity to work in us and to manifest His Glory within us.
- Passion for Our Calling. Respond to God's passion in our hearts to complete the things He calls us to do. Acknowledge that passion encompasses more than the work, it taps into one's whole life purpose. Reward of wages and prestige are peripheral to using the God-given gifts and talents to have an effect on the greater good and an impact beyond oneself. Yield passionately to God's calling to live a life full of joy, satisfaction, and true fulfillment.
- Teamwork. Promotes teamwork through building consensus to develop mutual trust, respect, and commonality of goals. Supports team decisions, collaborates with others to develop team solutions, builds consensus, and resolves conflict.
- Customer Focus. Organizes and prioritizes resources to focus on and exceed customer expectations. Make it "easy to do business with" HBA. Demonstrate understanding, helpfulness, sensitivity, and a concern of the needs and feelings of external and internal customers.
- Effective Communication. Listens carefully to feedback and others' views and asks clarifying questions to confirm understanding. Clearly states views and opinions. Actively takes responsibility to ensure there is mutual understanding in all viewpoints and communication. Effectively adapts oral and written communication to the needs and interests of the target audience. Openly shares information in a timely manner with others who need that information.
- Results Orientation. Can be counted on to achieve assigned or promised results in a timely manner by utilizing resources effectively. Clarifies expectations and measurements of performance. Seeks guidance or other resources needed. Takes personal ownership for results by holding self and others accountable for results. Shows strong desire and drive for success by identifying and overcoming obstacles. Demonstrates a sense of urgency and is

persistent in using extra effort to achieve results. Focuses efforts on, and strives to attain, results that are important to the mission of HBA and specific department goals.

- Practical Thinking and Decision-Making. Identifies, defines, and focuses on specific problems or issues. Determines information needs; collects, analyzes, interprets, and develops it for use in making decisions. Makes timely and appropriate decisions driven by the information, the needs of the organization, and the need for innovation and creativity to accomplish assigned tasks.
- Continuous Improvement. Strives to continually improve one's own job performance and to better the work environment, work quality, results, and how the work is done. Accepts both the need for and positive potential of change in the workplace. Willing to take managed risk to test approaches that may better satisfy a customer's needs or to meet HBA's needs and goals. Develops alternative and imaginative solutions and approaches to problems. Actively looks for opportunities to redesign and improve work methods and makes changes to improve operating efficiency and quality of output.
- Supporting and Leading Change. Participates in all aspects of both the organizational and process oriented change cycles to accomplish the goals set for their particular level of responsibility. Identifies, plans for, and leads change needed to support HBA's mission and values.

WORKING CONDITIONS:

- Equipment and Software Use: Computer, iPad, Digital Camera and multiple lenses, video camera, teleprompter, tripod, gimble, photoshop, video editing software, Google docs/calendars/forms, Blackbaud, YouTube, etc.
- Work Hours: 8:00am-4:30pm. Generally, 8 hours per day, more as needed to cover events and other school programs.
- Mental Demands: Ability to juggle multiple projects, ability to be flexible and fluid under tight deadlines, project development and management, ability to shoot video while gathering facts for photo captions, attention to detail, as well as seeing overall picture and capturing vision. Exercises good judgment, able to make sound decisions
- Physical Demands: Ability to stand for extended periods of time, moving and carrying camera equipment, walking around campus and driving to all three campuses, attending school events and field trips as needed to capture photos and video.
- Social Demands: Ability to communicate with all stakeholders in a friendly and concise way. Ability to make videography and photography subjects comfortable in front of the camera, and ability to make video and project edits and take feedback from others.

QUALIFICATION REQUIREMENTS:

- Spiritual: Must demonstrate a living relationship with Jesus Christ as described in "The Baptist Faith and Message", the tenets of the Southern Baptist denomination.

- Skills/Knowledge: Highly effective communication skills, knowledge of a camera and video equipment, editing, and strong organizational skills. The ability to push oneself to constantly seek out new and innovative ideas and desire to learn and grow in the constantly evolving field of videography and photography. Ability to work with a variety of people; team player.
- Experience: Experience with photography or videography and familiarity with video production. Experience managing a budget, handling invoices, and working with vendors. Experience working at a school and/or with children in a professional setting is also a plus.