JOB TITLE: Creative Content Producer
REPORTS TO: Director, Creative Marketing
FLSA: Exempt
Salary Range: $45,000 to $60,000/year
DATE: 10/2/2023

ORGANIZATION MISSION
The National Civil Rights Museum (NCRM), located at the historic Lorraine Motel, honors and preserves the legacy of Dr. Martin Luther King. We chronicle the American civil rights movement and tell the story of the ongoing struggle for human rights. We educate and serve as a catalyst to inspire action to create positive social change.

POSITION SUMMARY
The Creative Content Producer at the National Civil Rights Museum will be responsible for developing and producing compelling and thought-provoking content that advances the museum's mission, engages our diverse audience and amplifies our impact. Reporting to the Director of Creative Marketing, this role will play a pivotal role in shaping the narrative of the civil rights movement and its relevance today.

JOB RESPONSIBILITIES
- **Content Creation**: Produce a wide range of creative content, including videos, podcasts, social media posts, and interactive multimedia projects, that reflect the museum's mission and values. Collaborate with the Director of Creative Marketing to develop key art concepts that align with the museum's mission and brand. Additionally, take the lead in creating key art for various campaigns, exhibitions, and initiatives.
- **Visual Storytelling**: Develop and execute creative concepts that effectively convey the history and significance of the civil rights movement and inspire meaningful conversations.
- **Multimedia Production**: Manage all aspects of content production, from concept development and scripting to shooting, editing, and post-production.
- **Creative Collaboration**: Collaborate with cross-functional teams, including historians, educators, curators, and external partners, to ensure content aligns with historical accuracy and educational objectives.
- **Innovation**: Stay updated with industry trends and emerging creative techniques to continually enhance the quality and impact of our content.
- **Project Management**: Handle multiple projects simultaneously, ensuring they are delivered on time and within budget.
- **Audience Engagement**: Optimize content for audience engagement and shareability across various digital platforms, both on-site and online.
- **Performance Analysis**: Monitor content performance metrics and provide insights for content optimization and future planning. Manages the timely processing and acknowledgement of all gifts, pledges, pledge payments, matching gifts, memorial and tribute gifts, stock donations, gifts-in-kind, and other contributions
- Develops and maintains strong knowledge of NCRM’s programs, events and priorities to effectively represent the Museum and support donor engagement
- Owns and supports shared team goals in driving fiscal year fundraising and earned revenue
outcomes

- Works in collaboration with other Marketing and Development staff, along with the broader Museum team in support of the Museum’s priorities and objectives
- Completes other duties as assigned and required to execute the overarching objectives and intent of the position

**TYPICAL PHYSICAL / SOCIAL REQUIREMENTS**

- Requires the ability to operate general office equipment and occasionally move various office items weighing approximately 15 lbs. or less
- While the majority of the work is performed inside, some outdoor work is required during various Museum-related functions
- Minimal travel may be required, as appropriate, to support out of town donor events and/or attend conferences and other business-related meetings
- Will be required to oversee and/or attend some evening and weekend events

**MINIMUM QUALIFICATIONS**

- Bachelor’s degree in a related field (e.g., Graphic Design, Film Production, Communications, History) or equivalent work experience
- Proven experience as a Creative Content Producer or similar role, with a strong portfolio showcasing creative content projects
- Proficiency in multimedia software and tools, including video editing software, graphic design tools, and content management systems
- Excellent storytelling and creative thinking skills with a deep appreciation for history and social justice
- Strong project management and organizational abilities
- Ability to work both independently and collaboratively within a team
- A commitment to preserving and promoting the principles of civil rights and social justice
- Knowledge of SEO and creative content marketing principles is a plus.