

## Western Organization of Resource Councils

### Creative Content Producer

**TITLE:** Creative Content Producer

**LOCATION:** Billings, Montana

**SUPERVISOR:** Communications Director, Angel Amaya

**STATUS:** Exempt, full-time

**STARTING SALARY:** \$38,000

The Western Organization of Resource Councils (WORC) is seeking an experienced creative content producer to join our team. The Creative Content Producer position is designed to develop multimedia storytelling and outreach for WORC's narrative projects.

We are looking for someone who has a solid foundation in photography, videography, and writing; is passionate about developing stories that matter; and is committed to creating a just society. The ideal candidate will be excited about creating narrative shift throughout the Western region, supporting our grassroots campaigns, and bringing an inclusive and collaborative approach to the work. They will also be committed to their own learning, growth, and development.

WORC is a regional network of eight grassroots community organizations in seven Western states. WORC is a leader in campaigns to hold the coal, oil, and gas industries accountable; create a just transition for fossil-fuel dependent communities; and win economic justice for family farms and ranches and small food producers. WORC is nationally respected for its 40 years of winning campaigns on natural resource, food, and farm issues through community organizing, training, leadership development, and voter engagement. WORC's member organizations have 15,190 members and 40 local chapters in seven states.

### Primary Responsibilities

The Creative Content Producer collects, produces, and manages all content for WORC's storytelling projects:

- Homegrown Stories (<https://www.homegrownstories.org/>) a multi-media narrative shift project featuring farm and ranch families cultivating good food, healthy land, and rural vitality, and
- Living with Oil and Gas (<https://livingwithoilandgas.com/>) shares personal stories of people negatively impacted by the oil and gas industry throughout the West.

### *Pre-Production Work:*

- Work with WORC's regional organizers and member groups to determine story topics we want to feature and messaging around those topics.
- Work with member groups to locate good storytellers and subjects.

### *Content Collection:*

- Travel to meet and conduct interviews with storytellers.
- Capture video interviews, b-roll, and photographs to later develop a full, multimedia story.

### *In-Production Work:*

- Produce a written narrative and edit photographs in Adobe Photoshop and Lightroom.

- Utilize recorded interview and b-roll to develop short video clips on storyteller and topic.
- Store, organize, and backup all finalized media content on drives.
- Update and maintain Homegrown Stories website.

*Post-Production Work:*

- Post on Facebook and Instagram promoting stories.
- Design paid media posts and ads to further the reach of our posts and featured story.
- Design email blasts and send to subscribers every Friday.

***WORC's Social Media Presence and Following:*** Assist the Media Coordinator and the Communications Director in posting, monitoring and sharing content on WORC's social media channels.

***WORC's Trainings:*** Assist the communications team in designing and conducting webinars and trainings.

**Desired Skills and Experience:**

- Graphic design
- Wordpress and Squarespace CMS
- Basic search engine optimization
- Writing and proofing
- Photography
- Social media advertising
- Video production
- Email marketing

WORC is an Equal Opportunity Employer, committed to cultivating and preserving a work environment that is built on the premise of equity. For more information about WORC, visit our website at [www.worc.org](http://www.worc.org).

**Compensation:** Salary range starts at \$38,000, depending on experience and qualifications, with generous benefits including health and dental insurance, sabbatical, paid vacation and sick leave, flex time, ongoing professional development opportunities, and retirement plan with employer contribution.

Position will be based in Billings, MT and is a one-year position with the potential to become permanent.

To apply, submit a cover letter (tell us where you heard about the position and why you want to work for us), resume, writing and photography samples, and three references to Angel Amaya at [aamaya@worc.org](mailto:aamaya@worc.org) with "Creative Content Producer Application" in the subject line. The position will remain open until filled. Applicants are encouraged to apply by **January 31, 2020**.