

Position Description

Position Title: Digital Content Creator
Department: Office of Marketing and Communication
Reports to: Director of Marketing
Status: Full Time, Hourly
Called Position: No
Revised: April 2025

Position Summary

The Digital Content Creator is a creative and dynamic individual responsible for capturing and sharing engaging and compelling content that showcases the Wisconsin Lutheran College (WLC) experience across digital and social channels. This role focuses on creative, visual, and social content creation and engagement, connecting authentically and primarily with our Gen Z and Gen Alpha prospective students. By engaging socially and blending seamlessly into campus life, this position captures authentic stories, events, and everyday moments that resonate with our audiences, while ensuring all produced content aligns with WLC's mission and brand.

PRIMARY RESPONSIBILITIES

Content Creation:

- Capture and create authentic, vibrant visual content – original photography and videography – that showcases the WLC experience to prospective students.
- Develop compelling narratives to accompany visual content, enhancing storytelling impact.
- Immerse in campus life to capture spontaneous moments and scheduled events, highlighting student life, academics, fine arts, athletics, and activities.
- Cast and manage talent for video and photo shoots, acting as shoot director while ensuring that all content remains true to WLC's mission and branding, maintaining consistency across all platforms.

Social Media Engagement:

- Manage and curate content for WLC's social media channels, focusing on platforms popular with Gen Z and Gen Alpha students.
- Create and implement social media strategies and content calendars that resonate with digital natives and drive engagement.
- Monitor social media trends and platform updates to adapt content strategies and stay current within an evolving digital landscape.

Audience Connection and Campus Integration:

- Engage socially and build authentic relationships with students, faculty, and staff to seamlessly integrate into campus life and identify storytelling opportunities.
- Encourage student participation in content creation by coordinating student takeovers, collaborative projects, and engaging visual storytelling.
- Serve as a positive and approachable campus presence, fostering authentic connections and experimenting with diverse content formats to maximize engagement.
- Analyze social media and website metrics to understand audience preferences and optimize future content.
- Collaborate with departments and programs to brainstorm, create, edit, and publish engaging content tailored to specific audiences and platforms.
- Provide exceptional service when assisting campus clients and interacting with students.
- Perform other duties as assigned by the Office of Marketing and Communication.

QUALIFICATIONS

Education and Experience:

- Bachelor's degree in advertising, digital marketing, digital media, marketing, journalism, or related field.
- Experience in content creation for social media and websites, photography, videography, or related areas.
- Demonstrated experience of creative and effective video storytelling in a variety of approaches and mediums.
- Applicants are encouraged to submit a portfolio demonstrating proficiency in capturing and creating engaging content for digital platforms.
- Demonstrated experience and passion in serving others, and respect of all others as God's creation.

Knowledge, Skills, and Abilities:

- Must be able to perform duties in a manner consistent with WLC's Code of Christian Conduct and WLC's mission, ministry, and the College's affiliation with the Wisconsin Evangelical Lutheran Synod (WELS).
- Strong creative vision with an eye for capturing compelling content that resonates with our primary audiences.
- Ability to create engaging, brand-aligned narratives that complement visual content.
- Proficiency in photography and videography, including experience in visual content creation. Experience with DSLR cameras and videography – including lighting, audio capture, and photo/video editing – is not required but preferred.
- Experience publishing website content using a CMS or creating email marketing content using a CRM is a plus.
- In-depth understanding and experience with the social media platforms popular among digital natives, including content formats, trends, and best practices.
- Flexible schedule to accommodate evening and weekend campus activities and events. Position is based on the WLC campus.
- Capable of meeting tight deadlines, troubleshooting, working independently, and managing multiple projects simultaneously.
- Positive, outgoing demeanor with excellent interpersonal skills and ability to engage authentically to encourage student, faculty, and alumni participation in content creation.
- Ability to follow FERPA, HIPPA, accessibility, and other governing laws that impact digital content strategy.

Physical Requirements:

- Ability to stand or sit for extended periods while filming, photographing, or editing.
- Ability to lift and carry video and camera equipment, weighing up to 25 pounds.
- Ability to move quickly across campus to capture live events, including walking, climbing stairs, and occasionally bending or crouching to set up equipment.
- Must be able to work in various outdoor environments and weather conditions during on-location shoots.