

CONTENT COORDINATOR

Exhibit “A” — Duties of Employee

JOB PURPOSE

The Content Coordinator serves as the visual and creative integrator of Victory Church, ensuring that all creative projects move from vision to execution with clarity, excellence, and cohesion.

This role manages creative workflows and timelines while also shaping the overall visual expression of the church. Working closely with the Communications Director (language & strategy) and the Video Director (video & production), the Content Coordinator leads photography, social media, design coordination, and visual brand consistency across all platforms and environments.

This is both a systems and creative leadership role.

POSITION IN THE CREATIVE ECOSYSTEM

- **Communications Director** → Owns messaging, language, email/text strategy, print, event strategy
 - **Video Director** → Owns video production, storytelling, and motion content
 - **Content Coordinator** → Owns visual cohesion, Photo, Social digital expression, strategy and creative execution flow
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TOP ROLES

- **Creative Project Leadership** – Own all incoming creative workflows and execution timelines
- **Visual Brand Leadership** – Shape and steward the overall look and feel of Victory Church
- **Digital & Social Leadership** – Lead social media presence and content flow
- **Photography & Design Oversight** – Lead photo team and coordinate design through contractors

- **Cross-Team Integration** – Partner closely with Communications and Video to ensure unity
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ROLES & RESPONSIBILITIES

1. Creative Project & Workflow Management

- Manage intake, prioritization, timelines, and approvals for all creative projects
 - Maintain master creative calendar (series, campaigns, launches, events)
 - Use project management systems (Asana, Monday, Notion, etc.)
 - Ensure concept-to-completion clarity and accountability
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2. Digital & Social Media Leadership

- Lead and manage Victory's social media platforms (Instagram, Facebook, YouTube)
 - Shape the visual tone and consistency of digital presence
 - Oversee content planning, scheduling, and posting cadence
 - Manage YouTube channel organization, thumbnails, playlists, and presentation
 - Collaborate with Communications Director for message alignment
 - Live time capture for events
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3. Photography & Content Leadership

- Lead and develop the photography team
 - Oversee photo capture for Sundays, events, and campaigns
 - Ensure content is curated, edited, and distributed strategically
 - Collaborate closely with Video Director to ensure unified storytelling
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4. Event & Campaign Creative Execution

- Partner with Comms to ensure visual and creative elements for church-wide events are delivered on time:
 - Graphics
 - Print materials
 - Digital assets
 - On-site visuals
 - Partner with Communications Director on event rollouts
 - Ensure Sundays feel visually aligned and intentional
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QUALIFICATIONS

- Strong eye for design and visual storytelling
 - Some photography experience
 - Experience managing creative teams and contractors
 - Understanding of social media platforms and digital content trends
 - Strong collaborator able to work cross-functionally
 - Aligned with Victory Church mission and culture
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SUCCESS LOOKS LIKE

- Visual identity feels elevated and unified
- Social media and YouTube presence feel intentional and strong
- Creative projects are organized and executed on time
- Video, messaging, and design feel aligned
- Sundays and events look excellent and cohesive