



DIGITAL CONTENT PRODUCER

ORGANIZATION OVERVIEW

Team IMPACT is a national nonprofit that promotes healthy social and emotional development for children and families struggling with the emotional trauma that comes with fighting life-altering diagnoses and chronic illness. Team IMPACT is the only nonprofit that leverages team camaraderie to ensure sick kids develop socially and never feel alone. Our unique 2-year program drafts children onto college athletic teams across the country. Based on a clinical model, it ensures each has the personalized game plan they need to win – effectively building confidence and independence. The team provides an extended support network for the children and their families using a strengths-based, future-focused perspective. Even the most advanced treatments don't stop kids from being treated differently. We believe in Getting All Kids in the Game.

To date, Team IMPACT has matched over 2,400 kids on over 750 campuses, and 60,000 student-athletes have participated in the program. Founded in Boston in 2011, Team IMPACT has since grown to have regional offices in Philadelphia, California, and Chicago, with plans for additional region growth in the future.

Team IMPACT is committed to advancing health equity and cultivating an environment where diverse perspectives and backgrounds are embraced. Building a diverse team in every sense of the word allows us to make better decisions, build a strong organization, and better serve all our communities. To that end, we welcome a diverse pool of applicants, and we encourage everyone to bring their authentic selves to this hiring process and to their role at Team IMPACT.

POSITION SUMMARY

The Digital Content Producer will ideate, produce, and distribute compelling content to tell the story of Team IMPACT – our children, families, student-athletes, donors, and community. The Team IMPACT Digital Content Producer will be instrumental in building and posting content on our owned and partner channels to help grow and develop the Team IMPACT brand.

Reporting to the Senior Director of Marketing, the ideal candidate will be responsible for initiating and/or executing new and existing content opportunities – driving growth and engagement of Team IMPACT. We are looking for someone who is self-motivated and able to create best-in-class content across mediums. This individual will wear several hats – coming up with unique digital marketing campaign concepts, creating (via design or video editing) this content, and distributing that content in the proper channel, with said tactics (e.g. posting on social media and creating the copy for the post, in addition to the design being used).

This individual should have excellent time management skills, be organized, and should be able to create excellent written or media content.



KEY RESPONSIBILITIES

Content Development

- Create and publish platform-specific content through photo, video and graphic design while ensuring brand voice is maintained across all social and web channels. This content includes daily needs, campaign content and potentially live coverage of events.
- Actively identify opportunities for new content to be created, curated and/or edited.
- Consistently pitch new content concepts to improve engagement (copy, design, video format, motion effects, etc.).
- Ability to ideate / concept and create social videos as well as scripted content for video production.
- Works collaboratively with content creators at campuses and takes part in regular brainstorming and pitch sessions.
- Receive and interpret content requests from marketing colleagues, other Team IMPACT colleagues / departments, campuses, and partners, and collaborate with them on conceiving creative that drives results.
- Maintain an expertise in an ability to deliver high quality finished deliverables in a fast-paced working environment and occasionally deliver in-the-moment edits for fast-turn deliverables for social / digital use.
- Ensure content is to be used as opportunity to reach organizational goals like increasing brand awareness, generating more family and team applications, and increasing donations, and other campaign KPIs as identified.
- Exhibit efficiency in post-production video editing to produce content across digital platforms.
- Resize and edit existing video to use across digital and social channels.

Other / General:

- Maintains quality control procedures and ensures all copy is fact-checked and images are brand appropriate while adhering to brand standards and established voice across platforms.
- Help grow reach and engagement across Team IMPACT social, web and external / partner channels, and leverages data to make or adjust content for improved performance.
- Plan and forecast production needs with minimal oversight.
- Travel to events as required to assist with content capture.
- Eager to learn new skills and constantly evolve in an understanding of videography, editing, photography, and new techniques.



QUALIFICATIONS

- Minimum of 3 - 5 years of experience in a content production role
- Excellent design, editing, storytelling, and verbal communication skills.
- Proven ability to edit and visually tell a story for a variety of audiences across multiple platforms.
- Exceptional time management, project management (simultaneous with multiple projects) and organizational skills.
- Demonstrated ability to work autonomously and effectively without close supervision
- Professional experience working in digital media, videography / editing role
- Preferred expertise in Adobe Creative Cloud software - Premiere, after-Effects, Lightroom, Audition, Adobe Photoshop and Canva
- Highly collaborative style; experience developing and executing marketing strategy via all channels
- Sincere commitment to work in partnership with all constituent groups, including staff, volunteers, community partners, etc.
- Experience managing outside partners, vendors and consultants
- Ability to work under pressure and manage multiple projects at once, as well as across departments
- Experience developing content using variety and sometimes limited sources
- Interest in the latest digital, video, design and social media trends
- Ability and willingness to travel and to work evenings and weekends as needed
- Knowledge of Team IMPACT's mission and programs

BENEFITS

Team IMPACT offers a competitive salary and benefits, including health insurance, 401k w/match, and a generous PTO structure, all commensurate with experience and skills.

Team IMPACT was certified as a **Great Place to Work** in **2022, 2021** and **2020: [Working at Team IMPACT | Great Place to Work®](#)** and was named one of **Front Office Sports' Best Employers in Sports**, recognizing our organization for doing the best for our team based on objective measures and employee feedback. Remote work is available to those outside of our region. Team IMPACT's main headquarters are located in Marina Bay in Quincy, Massachusetts, a few miles outside of Boston. This position will follow our current hybrid work schedule, which requires a certain number of days working in the office.

HOW TO APPLY

Please click [here](#) and attach a resume and cover letter. Additionally, candidates will be asked to submit examples of prior designs and videos created for social media as part of the application process. Materials can be addressed to Jenna Camann, Senior Director of Marketing. Applications for this position will be reviewed on a rolling basis.