

Posted 10.6.21



NOW HIRING – *open until filled*

Community Engagement Producer

Exempt, FT

Position Summary: CATV seeks a highly creative individual committed to using multimedia storytelling tools to build community, advance social justice, and nurture creativity to join CATV's production team at a moment of organizational transformation.

The ideal candidate brings a strong portfolio of original creative work, sensitivity to working within diverse communities across lines of difference, a highly collaborative orientation, and familiarity with the Upper Valley community.

This full-time, year-round position reports to the Executive Director, works closely with all members of the CATV staff, and maintains a high profile in the local community. It requires flexibility to work irregular hours and on-location, as needed for media participation in community events. It includes a competitive benefits package and paid vacation. Compensation is commensurate with experience.

Primary Responsibilities:

- Strengthen CATV's community relationships and CATV brand awareness by producing original short-form content for cable broadcast and streaming platforms;
- Conceive and lead public media-making events (such as film competitions, etc) that encourage community creativity and connection;
- Identify and prioritize underserved groups within the community for outreach, nurture new relationships with organizational partners, collaboratively develop new media programs that serve to build community through media, and develop metrics to assess impact;
- Create and manage social media content to increase audience engagement;
- Manage CATV YouTube channel content and integrations of YouTube with CATV website;
- Collaborate with graphic designers and webmaster to maintain and unify CATV website;

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- Contribute to curation and design of weekly highlights emails newsletters; utilize audience segmentation (Constant Contact) analytics to increase audience engagement;
- Produce in the hybrid space live events, live stream events, webinars, etc that engage the community and have media afterlife distribution;
- Develop budgets and set measurable goals to extend reach and impact; utilize metrics to measure effectiveness of multimedia content across platforms;
- Assure consistency and appeal of CATV visual identity across platforms to increase CATV's visibility in the community; work with the executive director, graphic designers, and other consultants to achieve successful repositioning and rebranding through a strategic multimedia communications campaign.
- Attend staff meetings and maintain regular, open communication with staff and community partners.

Education, Skills, and Experience:

- Bachelor's degree with demonstrated community leadership experience
- Strong storytelling orientation, design sensibility, and of the creative process
- Teaching or community organizing experience preferred
- Depth of knowledge of film/video pre-production, production and post-production (3 years minimum experience); digital editing experience (Adobe Creative Suite, Final Cut, Black Magic preferred); animation and web design/programming skills a plus
- Strong project/time management, leadership, and organizational skills, with the ability to work independently and collaboratively, to juggle multiple projects, and to prioritize;
- Flexibility, sensitivity to power dynamics in the context of community media production, and ability to create in the context of uncertainty
- A commitment to diversity, inclusion, and cultural awareness through actions, interactions, and communications with others
- A native curiosity about emerging digital media tools and a self-teacher of new media production techniques
- Strong communication with staff, organizational partners, and all segments of the public
- Ability to work on both Macintosh and PC platforms; familiarity with broadcast TV production or journalism a bonus

Additional requirements:

- Ability to lift up to 30 pounds, primarily video and lighting equipment
- Valid driver's license and ability to drive to locations

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- Willingness to undertake a criminal background check/fingerprinting and supervision of minors training

To apply, please submit the following to samantha@catv8.org:

- (1) a cover letter
- (2) a resume/CV with 3 references
- (3) a portfolio of multimedia work (such as a website, series of links to prior work, etc) that demonstrate voice and range of original work.

About CATV: CATV (Community Access Television Inc.) is a non-profit media community centered in the Upper Valley in the midst of an evolution to serve its PEG (public, education, government) access mission in new ways that are responsive to our transforming media landscape. CATV creates and aggregates media content for two cable channels, streaming, and social media; fosters lifelong learning in the media arts; provides transparency in government and encourages civic engagement through media coverage; and partners with community groups and individuals to build community through media.

CATV is an equal opportunity employer committed to creating and upholding a culture of inclusion and does not discriminate on the basis of gender, age, race, national origin, religion, sexual orientation, protected veteran status, disability, or any other factors protected by law, with respect to employment opportunities.

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