

# Job Description

## Content Creator

POSITION TITLE:

Content Creator

REPORTS TO:

Producer, OutKick

DIRECT REPORTS:

N/A

**About OutKick:**

*OutKick* is a fearless digital media property that provides an alternate voice to typical sports coverage to a growing national following. Recently acquired by Fox Corporation, the *OutKick* audience is growing exponentially across digital and social channels.

**You:**

*OutKick* is looking for a hard-working and creative Content Creator to help us grow our audience across our digital and social platforms. You will be responsible for developing creative concepts and turning them into engaging videos optimized for our platforms. The ideal candidate also has experience collaborating across teams to make content that is new, interesting and highly shareable. This role requires you to work on multiple projects at once with the ability to manage them yourself while never compromising the level of quality and creativity.

**Where:**

*OutKick* is headquartered in Nashville, TN. Our open, collaborative post-production workspace is filled with passionate media and production professionals. This position will be performed at our main office.

**About the Role:**

We are looking for a talented creative content creator with a dedication to style and story to join the post-production team at our Nashville facility. This position will work directly with producers to ensure timely delivery of daily video content that aligns with the OutKick brand voice and creative vision for each video series.

**Responsibilities:**

- Oversee post-production of video content
- Edit high-quality, short-form videos in a wide range of styles
- Cut versions of videos specifically for each major platform (YouTube, Instagram, Facebook, etc.) in line with established best practices
- Generate exciting and informative creative concepts focusing on stories in sports, politics, and entertainment

- Work with other production staff to craft ideas into engaging and repeatable video series
- Develop, creative ideas for new video features, content and enhancements that advance objectives and strategic plan
- Participate in creative design and planning sessions with production staff

### **Experience/Skills/Qualifications:**

- Proficiency in Adobe Creative Cloud, especially Adobe Premiere
- Proficiency in social networking platforms
- Ability to learn new systems quickly
- Excellent verbal and written communication skills
- Ability to work quickly and efficiently, delivering high quality results under the pressure of deadlines, with routinely quick turnaround times
- Excellent time management and prioritization skills with strong attention to detail and high work standards
- Ability to work collaboratively with a team, independently, and under close direction
- 1-3 years relevant experience creating social-first videos. Media or entertainment experience preferred
- Experience creating short-form video for platforms including Facebook, YouTube and, Instagram
- Track record of creating video that grows and engages social audiences organically
- Familiarity with motion graphics and After Effects preferred
- Deep knowledge of social media video best practices, landscape and ability to recognize stories that drive engagement
- 3+ years (or equivalent) in film production, broadcasting, television, or similar discipline
- 2+ years (or equivalent) in Adobe Creative Cloud experience is a must, including but not limited to; Premiere, Photoshop, After Effects and Illustrator
- 2+ years of experience (or equivalent) with Mac OS, audio interfaces, microphones, preamps, compressors, limiters, and digital audio workstations
- 1+ years (or equivalent) on a film or photography set
- 1+ years (or equivalent) in DSLR photography and video techniques
- Strong visual storytelling abilities
- Attention to detail related to: audio capture, audio mixing, lighting, and overall detail of production
- Proficient knowledge of green screen filming and chroma key techniques
- Team player and cross-functional skills/knowledge to cover other areas, as needed

### **Bonus Qualities:**

- Knowledge of digital marketing strategies and campaigns
- Media brands industry experience
- Experience creating budgets and profit/loss responsibility
- Experience with 4K workflow; experience in graphics and digital video design