



Job Title: Creative Visual Asset Manager
Team: Creative Marketing Team
Division: Marketing & Events
Group: Shared Services
Location: Alpharetta
Reports to: Art Manager
Exempt/ NonExempt: Exempt
Southern Baptist Required: Yes

Summary:

The Digital Asset Manager plays a vital role on the Marketing Creative Team. The primary responsibility is the organization and management of visual assets (photography, video footage, graphic assets, etc.) for the NAMB Marketing team. A secondary responsibility for this role is coordinating the production details of a variety of video and photography projects.

Organization of our creative assets is key in the consistent execution of all creative projects. This role includes the management of the production process for photography content, video shoots (including pre-production planning and coordinating production details), as well as the management and organization of visual assets through the visual asset library (including logging files, tagging, archiving, permissions, etc.).

Essential Functions:

Pre-Production

- Coordinate collaborative production planning meetings with clients, partners, vendors and team members to determine the various production details of each story/shoot
- Research and vet details of each project including location scouting, talent, etc.
- With input from Creative Director and Video Manager, coordinate the talent and crew for video/photo shoots and make all necessary arrangements (incl. travel, permits/ permissions, production crew, talent, location scouting, shoot schedules, etc.)
- Assemble a production book for each shoot that organizes and communicates clearly all details of the shoot for each person on set (including, location, shot list, shoot schedule, crew contact info, etc.)
- Maintain a production calendar for all shoots with key dates and action items, and manage the communication to all members of the team

Production

- Ensure that all items in shotlist are captured
- If on set, be the main point of contact that is on top of all details of the shoot and giving direction to team members for goals and responsibilities. If not on set, ensure that the shoot's producer has all necessary details to manage the shoot
- Assist videographer with setup and teardown of equipment



- Oversee and be responsible for all travel and booking related issues while in the field (airline, car, hotel, directions, crew, talent, locations, etc.)

Post-Production

- Coordinate the search and purchase any necessary additional footage, photos, music or other media for use in videos
- Coordinate auditions for VO artists or any other necessary talent required for videos
- Tag and organize digital assets
- Assign appropriate metadata to assets
- Facilitate the uploading of assets to asset management system

Other

- Handle estimating, invoicing, and general billing related issues for talent, crew and other vendors
- Proofread scripts and view rough cuts and final edits on projects produced by vendors
- Create and maintain schedule for videos uploaded to web
- Maintain database of completed stories, interview transcripts and other material
- Assist with documenting processes and procedures for use of images by various stakeholders
- Coordinate with video, photo, design and content teams and provide support for the migration of assets into a new digital asset workflow
- Maintain usage rights metadata, including validating accuracy
- Interact and work closely with internal teams to ensure adoption of assets management system
- Work with vendors and partners to secure assets that should be archived in the digital asset management system
- Work with Creative Team leadership to educate, train and promote the use of the digital asset management system across the organization

Requirements:

Education and/or Experience:

While a bachelor's degree is preferred, a minimum of two years of professional experience in project management, marketing, a related field or relevant experience is required. Ability to learn and use standard project management software is essential. This role requires organization and careful attention to detail.

Christian Walk:

Evidences of a mature and growing Christian walk characterized, by Paul, in 1 Timothy 3 and Titus 1. Personal wisdom and sufficiency are grounded in Christ, with a life submitted to God's authority in all things, including sharing Christ. Demonstrates an active prayer life, gives regularly to the work of the church and readily applies scripture to personal and professional situations.



Communication Skills:

Ability to read and understand most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Listening skills must be excellent with a proven ability to understand what is said and what is meant. Active listening is essential to effectively represent the ministry. Written skills must be strong and flexible. Experience writing a formal letter or report, a proposal, background briefing, memos, email communications and personal notes is strongly desired. Writing must be clear and concise. Verbal skills must be polished and professional. Clarity of expression, good organization of thoughts, effective articulation and humor are a must. Ability to respond to common inquiries or complaints from customers. Ability to effectively present information to top management and public groups.

Mathematical Skills:

Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Reasoning Ability:

Ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems. Ability to deal with nonverbal symbolism (formulas, scientific equations, graphs, musical notes, etc.,) in its basic phases. Ability to deal with a variety of abstract and concrete variables.

Other Skills, Abilities, & Qualifications:

Knowledge of NAMB purpose and strategy. Advanced understanding of the Southern Baptist Convention, Baptist doctrine, history and polity, and the interrelationships of SBC agencies, state conventions, associations and churches. Proficient in presentation skills.

Physical Demands:

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee frequently is required to reach with hands and arms. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, depth perception, and ability to adjust focus.

Personal Qualities:

Enjoys healthy, affirming relationships with spouse, family, neighbors and friends. Exhibits integrity in professional and personal life. Modest in dress and deportment, and makes a favorable first impression in both bearing and manner. Aware of personal strengths and shortcomings, potential, psychological needs, biases and prejudices, and actively solicits and benefits from constructive criticism. Personal finances are in order, with no oppressive burden of consumer debt. Is a member of a local Southern Baptist church and takes an active role as time permits. Demonstrates a high level of energy, with a bright, positive affect, warmth and genuine interest in people.