

WHAS Crusade for Children

Program Director/Media Producer **(Full Time/Exempt)**

Summary: The Program Director/Media Producer is a full time, exempt position reporting directly to the Chief Executive Officer, creating a variety of content for television, radio, social media, and web use. This position also supports the Crusade's day-to-day operations and special events.

Major Responsibilities and Functions:

- Produce and manage annual 31-hour Crusade weekend telethon, including recruiting and scheduling talent for the Saturday night variety show at the Kentucky Center for the Arts
- Serve as Crusade photographer and videographer
- Create Crusade feature stories and other video content for TV/radio/social media/web use
- Repurpose news packages to short video content for social media purposes
- Establish a network among Crusade funded agencies throughout Kentucky and Southern Indiana to include geographically diverse stories
- Establish a network among participating fire departments to highlight their efforts in creative ways
- Create Crusade promotional spots for TV/radio/social media/web use
- Assist Vice President of Donor Relations in management of the WHAS Crusade for Children public image
- Work with Marketing Director to publicize/promote Crusade events
- Work with Philanthropy Director to broaden donor reach through video
- Assist with producing, planning and organization of special events
- Other duties as assigned by CEO

Requisite Skills:

- Proficient in Microsoft Office and related software
- Excellent written and oral communication skills
- Ability to produce, shoot, write and edit for video applications
- Great visual aesthetic judgment
- Proven ability to interact with the public on multiple levels
- Self motivated, flexible and able to multitask a varied work load
- Demonstrated attention to detail and quality
- Must be flexible and able to deal with occasional varied work hours

Qualifications:

- Bachelor's Degree in Communications or related area
- Minimum experience of five years in videography, photography, writing, editing and producing
- Knowledge of Avid or other comparable non-linear video editing systems
- Knowledge of HTML and web site publishing