VIDEO CONTENT CREATOR

JOB DESCRIPTION

Strong Towns, a nationally recognized non-profit organization, is seeking a dynamic individual to lead our video production efforts, producing videos that amplify our message to reach audiences on YouTube, TikTok, Instagram, and beyond.

The mission of Strong Towns is to replace America’s post-war pattern of development, the Suburban Experiment, with a pattern of development that is financially strong and resilient. We believe that change will happen when there is widespread awareness of the problem, and broad, bottom-up action led by local communities and individuals across the nation.

Our goals are wildly ambitious, but we’ve made meaningful progress:

- Our influential media site reached over 2 million people in 2021 and is shaping the national conversation on growth, development, and the future of cities.
- We have over 3,300 members worldwide, including at least one in each U.S. state.
- Each day, we witness Strong Towns members step up and do extraordinary things in their places to make them more prosperous.

We need someone to help us share our message and reach new audiences through video. This could be you if:

- **Coming up with creative film ideas** is your bread and butter.
- You’re confident **planning, shooting, and editing video**, and you’ve done it before.
- **Working independently** doesn’t faze you, but you also know the value of **collaborating with teammates**.
- You’re interested in transportation, urban planning, housing, and related issues. Maybe you even have some background knowledge on these topics already.
- You’re comfortable on **TikTok, YouTube, and other social film platforms**.
- You welcome an opportunity to **communicate outside of traditional urbanist language** and themes, communicating complex issues to a broad, diverse, and informed audience.
- You’re motivated to be part of a **nonpartisan nonprofit that helps people make their cities and towns more economically resilient**.

This is a remote position open to anyone in the U.S. Our team collaborates digitally from locations around the country, and we get together 2–4 times per year for in-person staff retreats. We have content deadlines and occasional event-driven demands, but generally keep a flexible schedule. We are an equal opportunity, family-friendly organization. Our work is rewarding, and our organization is making a difference.
DUTIES

The Strong Towns theory of change is to expose people to our ideas, engage them in making those ideas relevant to their place, and then connect them to a growing movement of people, nudging them to take action in their community. The Video Content Creator will help advance Strong Towns concepts and ideas, educating the public on relevant topics and growing support for this revolutionary approach to development.

This position reports to the Editor-in-Chief and works with a broader content team that includes writers, social media specialists, a copy editor, and more. The position’s duties include, but are not limited to, the following:

- Pitching creative video ideas that would be relevant to our geographically, politically, and professionally diverse audience.
- Producing long- and short-form videos, especially to amplify our five current campaigns: End Highway Expansion, Safe and Productive Streets, Incremental Housing, End Parking Mandates, and Transparent Local Accounting. This includes planning, shooting, and editing.
- Helping Strong Towns operate better on current video platforms, expand into new platforms, and reach new audiences through video.
- Working with colleagues to connect film products with other Strong Towns media, including articles, social posting, email, graphics, and more.
- Oversee the video aspects of Strong Towns online events, including the upcoming Crash Analysis Studio, an 18-part Zoom-based series analyzing automobile crashes.

COMPENSATION

This is a full-time position that pays up to $50,000 annually. In addition, Strong Towns provides a 401(k) retirement plan, a flexible QSEHRA healthcare plan, and a communications and equipment stipend, as well as parental leave.

TO APPLY

If you are interested in this position, please visit https://www.strongtowns.org/employment-video to start the application process. Initial applications are due October 16. We are looking to fill this position by November 21.