



Where Food Comes From, Inc.  
303.895.3002  
wfcfcare.com  
wfcfstorybit.com



Where Food Comes From Position:

## **Jr. Video Editor / Digital Content Coordinator**

Location: Castle Rock, Colorado (WFCF Headquarters)

### **Video Editing / Storytelling for WFCF Storybit Video Series (wfcfstorybit.com)**

- Establish a clear understanding of the storyline and be able to effectively tell a story
- Editing includes interview cutdowns, adding graphics and text when needed and music selection based on story direction
- Create initial storyboard drafts of videos
- Edit video to ensure the correct formatting and presentation for finalized videos according to Where Food Comes From brand specifications and designated social media channel

### **Social Media Coordinator**

- Coordinating social media posts and advertising campaigns
- Creating graphics and video content for posts
- Research and manage influencer brand relationships
- Develop, implement and manage our social media strategy that includes content that is informative and appealing
  - Research industry-related topics to be used on social, blogs and external and internal communication
- Collaborate with other WFCF divisions to develop engaging content
- Measure the success of every social media campaign
- Keep abreast of the latest social media best practices and technologies
- Use social media marketing tools such as Hootsuite
- Communicate with industry professionals and influencers via social media to create a strong network

### **Requirements:**

- 1-2 years of creative experience in filmmaking and videography, specifically post-production
- Experience promoting content on social media platform
- Storytelling capabilities
- Proficient in video editing software such as Creative Suite, Adobe Premiere, After Effects Media Encoder
- Ability to multitask and transition projects quickly when needed
- Great communication skills with management
- Time-management skills with a respect for hard deadlines
- If applicable, please submit:
  - Video editing portfolio
  - Social media copy/content you've created
  - If you have writing experience, a portfolio of published articles that showcase excellent writing and editing skills. WFCF publishes in AP Style.
- Bachelor's Degree in Film Studies, Video Production, Marketing, Creative Writing, or relevant field

### **Additional Responsibilities:**

- Assist marketing and communications department as assigned.

### **Working Conditions:**

- This position is in our Castle Rock, Colorado headquarters with no remote possibility. Working hours are Monday through Friday from 8am to 5pm, with additional hours possible. Additionally, due to the nature of the information handled within this position, complete confidentiality, and refrain from conflict of interest is demanded, and failure to adhere to these requirements is a terminable offense. We are a company that encourages self-starters, and we reward highly motivated employees. There is opportunity for growth within this position for the individual who consistently excels in their performance.