

Department: Marketing
Job Title: Content Producer
Reports To: Marketing Manager

The Content Producer is a highly creative and technically skilled professional who owns the entire photo and video production lifecycle for Walker Manufacturing. From initial concept development through post-production, this role helps form Walker's content strategy and aligns with our visual identity across multiple platforms. This strategic role is crucial for executing the company's visual communication goals and ensuring our brand story is told with precision and impact.

Key Responsibilities

I. Strategy & Pre-Production

- **Strategic Ideation & Development:** Continuously generates and pitches innovative video concepts, scripts, and storyboards that align with Walker's brand strategy. This includes tutorials, internal communications, advertising, podcasts, and social series.
- **Content Planning:** Stays current with video trends and platform requirements (e.g., TikTok, YouTube, Reels) to ensure content is optimized for engagement and relevance.
- **Project Management:** Manages the production calendar and budget. Handles all logistics including equipment needs, location scouting, talent scheduling, and managing the stakeholder review/approval process.

II. Production & Filming

- **Video & Photography:** Serves as the primary production resource, operating professional video and photo cameras while managing complex lighting and audio setups.
- **Directing:** Leads internal and external on-camera talent to ensure consistent professional performance, clear messaging, and strict adherence to brand guidelines.
- **Technical Quality Assurance:** Ensures all captured assets meet high industry standards and technical specifications for diverse distribution platforms, ensuring product accuracy and brand integrity.

III. Post-Production & Distribution

- **Editing & Motion Graphics:** Assembles and edits raw footage into polished long-form and short-form content. Includes professional color correction, audio mixing, and the integration of motion graphics/text overlays to enhance storytelling.
- **AI Workflow Integration:** Proactively implements AI-driven production tools to maximize efficiency, scale content output, and maintain high technical standards.

IV. Administration & Technical Management

- **Performance Analysis:** Monitors and analyzes video performance metrics (views, engagement, conversion) to provide data-driven insights that inform future content strategy.

- Digital Asset Management: Maintains a robust, organized, and secure digital library for the short- and long-term archival of all project files, raw footage, and final assets.
 - Equipment Stewardship: Responsible for the maintenance, inventory, and security of all company-owned production gear and studio space.
 - Compliance: Ensures all content strictly adheres to brand guidelines, legal compliance, and usage rights.
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Required Skills & Qualifications

Technical Proficiency

- Expert Post-Production: Demonstrated expert proficiency in industry-standard editing software.
- Filming Expertise: Deep understanding of camera optics and professional lighting for both studio and field environments.
- Audio Expertise: Competence in recording high-fidelity audio and performing professional post-production mixing.
- Technical File Management: Proficient with media backup, archival workflows, and various output formats.

Creative & Professional Skills

- Visual Storytelling: Exceptional ability to translate abstract marketing strategies into engaging narratives with a strong sense of pacing and aesthetics.
- Project Management: Proven organizational skills to manage multiple high-priority projects simultaneously, ensuring timely delivery.
- Communication: Excellent verbal and written communication skills for scriptwriting and managing expectations with internal stakeholders.
- Adaptability: Proven ability to troubleshoot technical issues on set and quickly adapt to changing priorities or feedback.