

	DATE PREPARED OR REVISED 4/16/2026	FLSA CLASSIFICATION Non-Exempt ORGANIZATION LEVEL Coordinator
Position Title Digital Content Producer	Department Marketing	Reports To: Senior Marketing Manager
<p>Position Summary: The Digital Content Producer will lead our video-first storytelling across social, web, email and campaign platforms. This is a creative production role with an opportunity to shape how this position impacts the organization. The duties are focused on concepting, filming, editing and publishing original video content that connects our mission with key audiences and to capture and interpret stories in one of the most significant historic landscapes in the United States, sharing what makes this place powerful in ways that grow our audience and strengthen our brand pillars.</p> <p>This position will work closely with the Foundation’s Senior Marketing Manager to coordinate and plan digital content creation aligned with priorities and goals across the organization, related to marketing, guest relations, museum and preservation, education and development teams, along with continuing to foster a partnership with the National Park Service, to translate the complexity and sacrifices of Gettysburg into compelling digital narratives.</p>		
<p>THE ESSENTIAL FUNCTIONS OF THE POSITION INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING:</p> <ul style="list-style-type: none"> • Create original video content from start to finish, including storyboarding, writing scripts or interview questions, capturing footage, editing, and publishing for use across digital platforms. • Independently manage multiple content projects from concept through delivery, including timelines, priorities, and deliverables, while ensuring alignment with organizational goals and deadlines. • Manage the organization and storage of digital assets and camera equipment within the marketing communications team. • Lead on-the-ground content capture at key events, moments, and programs involving the Gettysburg Foundation, the National Park Service, and community partners, and translate them into engaging digital stories. • Develop dynamic multimedia stories that go beyond promotion, emphasizing education, civic relevance, and historic preservation; sometimes working with third party vendors. • Support cross-platform efforts, including creating assets for email campaigns, microsites, and national initiatives. • Collaborate closely with the social media specialist to ensure video content aligns with the editorial calendar and supports broader marketing goals. • Present historical and contemporary themes through video in ways that are accurate, inclusive and impactful. 		

- Monitor video performance metrics and apply insights to shape future content strategies. Contribute to measurable growth in audience engagement and reach.
- Provide sound counsel as the subject matter expert to all levels within the organization in creating digital content and constructive feedback on other projects within the marketing communications team.
- Focuses on original video storytelling and requires a proven ability to lead consistent content production of long and short form multimedia across platforms, not just social media or community management.
- Serve as creative director on video projects handled through vendors.

THE DESCRIPTION ABOVE REPRESENTS THE MOST SIGNIFICANT ESSENTIAL DUTIES OF THE JOB BUT DOES NOT EXCLUDE OTHERS

THE NON-ESSENTIAL FUNCTIONS OF THE POSITION INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING:

- Assists the marketing team with events and activities sponsored by that department which could be held on evenings and weekends
- Perform other related duties as assigned
- Serves as member of Gettysburg Foundation’s creative team

EDUCATION/SPECIAL SKILLS/EXPERIENCE:

- Bachelor’s degree and at least 3–5 years of experience in digital marketing, with a strong emphasis on video storytelling and cross-platform content creation. Prior experience in a nonprofit, cultural, or mission-driven setting is a plus, but not a requirement.
- Proven experience in filming, editing, delivering, and storing video content across digital platforms.
- Ability to independently lead video production with a creative eye and editorial judgment.
- Must be able to work in a collaborative work environment and with team members with various levels and areas of expertise.
- Familiarity with content capture tools and editing software (e.g., Adobe Creative Suite, Canva).
- Proficiency in professional video production and editing tools (e.g. Adobe Premiere Pro, After Effects, or similar platforms).
- Strong understanding of how video supports brand storytelling and campaign goals, forward leaning and able to contribute to developing strategic communication plans.
- Experience collaborating across departments or with public institutions is a plus.
- Capable of working in a fast-paced environment, adjusting to changes in the information and operational environment. May require assisting team members to capture or edit content for other projects and events as needed.
- Passion for public history, civic storytelling, or nonprofit communications

PHYSICAL/MENTAL CHARACTERISTICS OF THE POSITION AND ENVIRONMENTAL FACTORS OF THE WORKPLACE:

- Must be available to work evenings and weekends when needed for special programming
- Ability to use office equipment
- Ability to lift, carry at least 40 lbs.
- Lifting, carrying, climbing with equipment for lengthy periods of time

This position description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required of the employee. The Gettysburg Foundation retains the discretion to add to or change the duties of the position at any time with or without notice.

Employee Acknowledgement Date

Supervisor Acknowledgement Date