



## CAREER OPPORTUNITY

### Membership & Outreach Coordinator

Falmouth Community Television (FCTV) is seeking an enthusiastic and mission-driven full time Membership Coordinator who will thrive in a challenging and dynamic work environment.

Falmouth Community Television (FCTV), located in beautiful Cape Cod, is a nonprofit community media center that fosters the production and distribution of local information. FCTV provides access to training, technology and content to encourage community dialogue, awareness and expression.

#### Primary Responsibilities

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This position will play a key role in building and conveying the value of FCTV to our members; identifying and cultivating new members; assisting with fund development, organizing and managing engagement events and activities and producing the twice monthly FCTV public affairs magazine program – *Falmouth in Focus*. Must be highly skilled in all aspects of video production and post-production (*studio, single and multi-camera production*).

#### Job Duties

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##### **Outreach**

- Initiates a variety of media efforts, events, and works in conjunction with FCTV staff to educate the community of Falmouth about the benefits of FCTV.
- Acts as a liaison to nonprofit, educational, municipal, and other community groups.
- Serves as a community ambassador and representative for FCTV.
- Develops and implements a marketing strategy to recruit new members with prior approval from the Executive Director/CEO and Director of Operations.

##### **Membership**

- Develops strategic membership plans geared towards increasing membership, retention programs for current members and plans for lapsed members.
- Provides mentorship, guidance and vision to build lasting relationships between members and the organization.
- Organizes, promotes and manages events, activities and engagement opportunities for existing and prospective members (e.g., Community Media Day, open houses, membership drive, specialized trainings, screenings).
- Assists the Director of Operations with the orientation of new members.

##### **Falmouth In Focus Program**

- Produces the twice monthly Falmouth in Focus public affairs magazine show utilizing staff, interns, contract labor and trained volunteers, when possible.
- Schedules and leads pre and post-production meetings.
- Coordinates acquisition of footage, crew, on-air talent and equipment and facilities.
- Develops scripts for review by Communications Manager.
- Directs, records and edits segment packages, reviews and works with the Production & Education Coordinator to co-facilitate editing as needed.
- Submits final production to the Director of Operations by deadline.
- Retains all paperwork including talent releases, programming requests, and legal documents pertaining to production.

### **Special Event Coordination and Fund Development**

- Assists the Communications Manager in the development of an annual development plan.
- Actively pursues underwriting opportunities with area businesses and oversees production of promotional spots, as directed, for the Falmouth in Focus and Falmouth Road Race. Coordinates special events, fundraisers and functions under the direction of the Executive Director/CEO and/or Fund Development Committee.
- Assists in the coordination and production of FCTV televised fundraisers.
- Assists in acquiring donations for fundraising events.

### **Marketing and Social Media**

- Assists the Communications Manager in the creation and implementation of an annual marketing communications plan to include traditional, new and social media methods.
- Creates, maintains and distributes a media kit directed at diverse constituent communities that promotes FCTV programs and services.
- Assists the Communications Manager and other staff in the development and revision of all marketing materials, video, forms, electronic communications, and other materials.
- Assists in the execution of innovative social media initiatives.

### **Production**

- Serves as crew for FCTV productions, as assigned.
- Assists in the production of FCTV Exclusives.
- Conducts outreach for and produces a minimum of two PSA Days per year.
- Assists active producers and FCTV staff with volunteer crew recruitment.
- Produces the monthly Poetic License program.

### **Education and Support**

- Teaches production classes as assigned by the Director of Operations.
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- Assists production team to develop training schedules and curriculums as requested.
- Provides production guidance, support, technical and creative assistance to FCTV members and staff.

### **Administrative and Reporting**

- Works with FCTV staff in the development of the annual FCTV business plan with a focus on creating the annual outreach and member retention plan.
- Performs additional tasks as assigned by the Executive Director/CEO and Director of Operations.
- Tracks outreach efforts and provides monthly reports to the Director of Operations.

### **Required Education, Training, Knowledge and Experience**

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- Bachelor's degree in media, video, communications, journalism or equivalent experience.
- 2+ years of experience in media creation.
- 2+ years of demonstrated proficiency in studio, single and multi-camera field and post-production including:
  - ❖ Experience with multi-camera studio directing, technical directing, graphics, camera operation, lighting and audio.
  - ❖ Single camera-film style camera production.
  - ❖ A proven track record of editing high production value content.
  - ❖ A high degree of expertise with production and post-production tools (e.g. Tricaster, FCPX, Adobe, CS6, After Effects, Motion) and the ability to use tools to produce high quality productions. *Photoshop experience is helpful.*
- High proficiency with basic productivity tools and software (e.g., MS Word, Excel, PowerPoint, Google Workspace).
- 2-3 years of working knowledge and use of current technology (e.g., social media, cloud computing, analytics, "smart" internet searching).

## Essential Skills, Competencies and Characteristics

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Must possess:

- Strong analytical, quantitative, and reasoning skills.
- Skill in synthesizing innovative ideas within project constraints.
- Adaptability to learn new software technology quickly (e.g., DragonFrame, Access Center Management, Email Marketing and Event Management systems).
- Exceptional written and verbal communication and interpersonal skills.
- Exceptional organizational skills.
- High level of accuracy and attention to detail.
- A high level of confidentiality.
- Effective skills to work independently on a broad variety of projects and as part of a team in a fast-paced environment.

Required to:

- Establish and maintain positive work relationships with co-workers, members, and the community.
- Maintain a professional appearance and exhibit a positive company image to the public.
- Be a self-starter who will initiate the completion of work and projects.

## How to Apply

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Send a resume, and detailed cover letter (*as attachments*) explaining why your skills, interests and experience make this opportunity the right fit. All applications must include an online link to a demo reel demonstrating video production and post-production work.

*Email to:*

Debra Rogers, Executive Director/CEO  
310 Dillingham Ave.  
Falmouth, MA 02540  
[deb@fctv.org](mailto:deb@fctv.org)

***Falmouth Community Television is an equal opportunity employer.***