

Visual Content Specialist

Civilian Marksmanship Program | Anniston, Alabama | On-site

Position Summary

The Visual Content Specialist develops compelling video and digital content that communicates CMP's mission, products, programs, events, people, and impact. This position serves as a key storyteller for CMP, producing accurate, timely, and engaging content for the website, social media, email, publications, promotional campaigns, and other communications platforms.

Working collaboratively across departments, the Visual Content Specialist manages projects from concept through delivery, maintains a consistent standard of quality, and protects and advances the CMP brand. The role requires strong editorial judgment, creative initiative, technical proficiency, and the ability to manage multiple priorities and deadlines.

Essential Duties and Responsibilities

Content Development and Editorial

- Research, write, and edit scripts and feature content for CMP audiences.
- Interview staff, athletes, competitors, community leaders, stakeholders, and partners to develop informative and engaging stories.
- Create content that highlights CMP programs, sale products, events, initiatives, achievements, and organizational impact.
- Maintain editorial calendars, coordinate approvals, verify facts, and ensure content is accurate and published on schedule.
- Adapt stories for web, email, social media, print, video, and other platforms while maintaining CMP's editorial voice and standards.
- Ensures that all content consistently reflects CMP's voice, complies with applicable regulations, and aligns with the organization's visual identity.

Video Production and Photography

- Plan, schedule, and manage on-site and off-site video assignments in collaboration with CMP teams.
- Develop concepts, scripts, shot lists, interview questions, production schedules, and other pre-production materials.
- Capture high-quality video, photography, interviews, natural sound, and supporting footage at CMP events, facilities, and other locations.
- Direct interviews and productions, coordinate locations and participants, and manage shoots independently or as part of a team.

- Produce content for event recaps, profiles, product launches, training, promotions, social media, advertising, and organizational announcements.
- Represent CMP professionally while working with internal teams, external partners, event participants, and members of the public.

Editing and Post-Production

- Edit video and audio content for multiple audiences, formats, platforms, and campaign objectives.
- Incorporate motion graphics, photography, music, captions, color correction, sound mixing, and other post-production elements as appropriate.
- Manage editing schedules and production workflows to ensure projects meet established timelines and quality expectations.
- Prepare and deliver final assets in the formats required by project stakeholders and distribution platforms.
- Review completed projects for accuracy, accessibility, brand consistency, and technical quality before release.

Production Operations and Asset Management

- Manage CMP cameras, lighting, audio, photography, and related production equipment.
- Maintain equipment in excellent working condition and coordinate maintenance, repairs, replacements, and inventory updates.
- Maintain organized, clean, and production-ready studio and work areas.
- Develop and maintain a searchable digital library of footage, photographs, completed projects, and reusable creative assets.
- Follow established file-naming, archiving, backup, rights-management, and asset-retention procedures.
- Support the scheduling, distribution, and efficient reuse of multimedia assets across CMP.

Collaboration and Brand Stewardship

- Partner with marketing, program, products, and event teams to translate goals into effective multimedia content.
- Participate in planning and creative meetings, contribute new ideas, and recommend approaches that strengthen CMP storytelling.
- Ensure all work aligns with CMP brand standards, organizational priorities, and audience needs.
- Communicate project status, requirements, risks, and delivery timelines clearly to stakeholders.
- Provide guidance or training to staff and temporary team members who assist with content capture or production.
- Perform other related duties and special projects as assigned.

Qualifications

- Demonstrated ability to research, write, edit, and present clear, accurate, audience-focused content.
- Strong visual storytelling, interviewing, photography, videography, and non-linear editing skills.
- Proficiency with Adobe Creative Cloud, particularly Premiere Pro, After Effects, Photoshop, and Illustrator, or comparable professional tools.

- Working knowledge of cameras, lenses, lighting, audio equipment, and production workflows.
- Ability to manage multiple projects, priorities, and deadlines with limited supervision.
- Strong organizational, interpersonal, and collaborative skills, with careful attention to detail.
- Sound judgment and the ability to handle sensitive or confidential information professionally.
- Portfolio or work samples demonstrating relevant writing and multimedia production experience.
- Ability to travel to CMP events and locations and work occasional evenings or weekends as assignments require.

Preferred Attributes

- Exceptional storyteller with a strong sense of curiosity and audience awareness.
- Creative, resourceful self-starter who takes initiative and follows projects through completion.
- Adaptable team member who can lead a concept, manage an independent assignment, or contribute effectively to a collaborative production.
- Professional communicator who builds productive relationships throughout CMP and with external audiences.
- Organized and dependable, with a consistent commitment to accuracy, quality, and continuous improvement.
- Passionate about communicating CMP's mission, accomplishments, and impact.

Work Environment

- This is an on-site position based in Anniston, Alabama.
- Assignments may take place in office, studio, event, range, and outdoor environments.
- The position may require travel, extended periods of standing, and transporting production equipment.
- Schedule flexibility may be required for events, deadlines, evenings or weekends.

Application Information

Qualified candidates should submit a resume, cover letter, portfolio or relevant work samples, and professional references to hr@thecmp.org.