

# Gospel Outreach

## Job Description

### Video Teaser Scriptwriter

**Reports to:** Director of Media

**Summary:** The Video Scriptwriter captures the attention of an audience and provokes curiosity so that viewer wants to view the entire video production.

**Duties and Responsibilities:**

- Identify the interests of specific audiences in order to tailor the message accordingly.
- Review Gospel Outreach's TV and social media productions and pull out the most dramatic, suspenseful, or humorous 15-60 second scene.
- Create a compelling narrative that captures the audience's attention, setting the stage for the viewer to choose to watch the full video.

**Essential Knowledge, Skills, and Abilities:**

- A passion for the mission of Gospel Outreach.
- Creativity and understanding of the interests of various target audiences.
- Ability to adapt to different tones and styles in order to cater to various audiences and
- Work experience as a multimedia writer or similar role.
- Self-motivation and follow-through. Ability to meet deadlines.

**Schedule:** Flexible