

## **Media Director (Part Time or Full-Time)**

### **20-40+ Hrs per Week**

The Generation Akron Media Director leads the creative and social media components of Generation Akron and its programs. They are responsible for the visual and social media content of each Generation Akron program, including TKOVR Online and Hope Assembly Initiative. The media director oversees the graphic design of Generation Akron models and manuals.

### **Job Responsibilities:**

1. Build a media team of videographers, photographers, graphic designers, and social media gurus.
2. Document most GA events by shooting them with professional equipment and edit in agreement with the vision of each project.
3. Prepare a media schedule, keep up to date, and meet deadlines for each project.
4. Maintain current working knowledge of programs and software, ensuring entire media department as well as individual staff members remain on the leading edge of essential technology and skills.
5. Oversee all incoming and outgoing video projects from idea to delivery.
6. Lead the charge for capturing and sharing stories of life change happening in and through GA/TKOVR.
7. Enlist, equip and encourage volunteers to produce professional videos.
8. Oversee the TKOVR online editing team. Review content for adherence to the beliefs, vision, and heart of TKOVR.
9. Develop a 6 month social media model with daily submissions across multiple platforms. The model will include: content strategy, development of brand awareness, generation of inbound traffic and cultivation of leads and sales. Build a team of volunteers to execute the model.
10. Operate and monitor Generation Akron, TKOVR, and Hope Assembly websites.
11. Research, write, and submit 1 grant (per year).
12. Communicate the vision, model, and message of TKOVR Online
13. Communicate the vision, models, and message of Generation Akron and the TKOVR.
14. Other responsibilities, as assigned.

### **Other Commitments**

1. Active participation in 1 student Tribe
2. Active participation in staff lead OneVoice Clubs - 1 Club (part-time)

### **Core Capacities**

1. Detail oriented with organization skills
2. Articulate in communicating the organizations programs, vision, and mission through creative, groundbreaking mediums.
3. Must possess a background in graphic design, web development, video, or a related field.
4. Proficient in audio visual tools (camera, sound, etc)
5. Proficient in creative software (Adobe Suite, Final Cut, etc)
6. Must be consistent and provide timely follow through.

Reports to Generation Akron President and Board of Directors.

## **Disclaimer**

This document describes the position currently available. It is not an employment contract. Our company reserves the right to modify job duties or job description at any time.

## **Funding Process**

Following the example of other parachurch ministries such as YWAM, OneVoice Student Missions, and many others, Generation Akron employee job descriptions and work responsibilities include the formation and cultivation of a partner team. Generation Akron employees fulfill their duties and are financially compensated through the financial support of their partner team. Family, friends, businesses, and other interested parties are invited into the work of the Gospel through the support of the Generation Akron employee/missionary.

Upon the offering and acceptance of a position with Generation Akron, incoming employees will dedicate 3 months, prior to their start date, to the building of their partner team. During this period, employees will be enrolled in a partner development training course where they will learn the biblical basis, models, and best practices for partner development. The cost of this course is \$100 - an amount that will be reimbursed to the incoming employee upon the completion of the course.

## **Liaison and Budget Building**

Each incoming staff member will be assigned a Generation Akron Board liaison to provide coaching and encouragement during the partner development period. Prior to the launch of their partner development campaign, incoming employees will take part in a one-on-one budget consultation with their designated liaison. In this consultation, incoming employees will present a detailed breakdown of their monthly living budget. Their board liaison will then work with them to address any forgotten areas that could harm an employee's well-being if not funded (insurance, vacation funding, etc).

## **Work Commitment, Start Date, and Compensation**

An employment start date will be named 3 months from the completion of the partner development training. Employees will be required to have raised 80% of their monthly budget to begin work on this designated start date. If 80% is not reached by the specified start date, the employees living situation and financial means will be evaluated to determine a new start date. Donations may be received for incoming employees upon the signing of an employment contract; however, incoming employees will not begin to receive the compensation from these donations until after their start date.

Incoming employees are asked to make a 2 year commitment\* when accepting a job with Generation Akron. This 2 year time frame (24 months) will be the divisible number by which employees will receive 1 time donations.

**Example:** An employee's partner base donates \$24,000 in 1 time donations during the partner development focus. These donations will be delivered to the employee over the course of 2 years (24 months) in equal amounts. If paid monthly, the employee would receive \$1,000/month for 24 months.

\*This 2 year commitment does not guarantee that an employee will be retained for the entirety of the two years or that their employment may not be extended beyond the initial two year commitment. Generation Akron does not offer tenured or guaranteed employment. Either Generation Akron or the employee can terminate the employment relationship at any time, with or without cause.

## **Volunteer Compensation**

Generation Akron volunteers are not compensated for their volunteer efforts and are not permitted to solicit donations, through Generation Akron, for their personal support.

## **COMPANY PROFILE**

### **Program Flow Chart**

#### **Generation Akron Inc.**

501(c)(3) Nonprofit

*Parent Organization*

Generation Akron is the official nonprofit organization under which all ministries and initiatives fall.

Generation Akron is governed by a Board of Directors that is composed of past and current ministry leaders, serving in various realms of Christian ministry.

#### **The Takeover (TKOVR)**

Student Culture

*Program Model*

\*The Takeover (TKOVR) was originally the name of Generation Akron's student programming. While it still titles the student programming of Generation Akron, it has come to represent a way of life for students.

TKOVR is a "brand" highlighting a worldview and culture for students to embrace and live out – think MTV.

#### **Hope Assembly Initiative**

School Assembly Programs

*Program Model*

The Hope Assembly Initiative is a series of school assembly programs. This model supports the efforts of school administrators and the local church, as it opens doors of communication with students in need. This is the first introduction students get to the TKOVR Culture.

#### **TRIBE**

Student Discipleship Communities

*Program Model*

Tribes are student discipleship communities that meet outside of the school setting. Being introduced to the TKOVR culture through Hope Assemblies, students have the opportunity to petition for a Tribe to launch in their area. Weekly Bible study, community events, and one-on-one mentorship are all components of Tribe. Tribes are lead by TKOVR staff volunteers, local church partners, or discipled students.

#### **OneVoice Bible Clubs**

High School Campus Clubs

*Program Model*

OneVoice clubs are the on-campus, Christian presence of the TKOVR. These groups are organized as an official campus club and are supported by the leadership of local churches and/or TKOVR volunteers.

OneVoice clubs are not targeted towards Christian students but rather, students who do not yet have a relationship with Jesus. This ministry model is executed in partnership with its creator OneVoice Student Missions, in Los Angeles.

#### **TKOVR Online**

Culture Shaping Brand

*Culture Brand & Resource*

TKOVR online is an online brand, launching September 2015. The goal of TKOVR online is to bring the content of Christian culture shapers, across the world, to one location. From fashion, music, and film, to faith, business, and relationships, TKOVR online will show a generation the tangible reality of loving Jesus and living differently in every area of life. This resource will immediately be implemented in Ohio and Los Angeles.

## INFO

### History:

Generation Akron (GA) was formed in 2009 with a vision of reaching the unchurched young adult community of Akron, Ohio. From its inception, GA has possessed a vision of reaching those who would never step foot through the doors of a church. In 2012, an eclectic group of young adults came together under GA's leadership with a vision of reaching Akron's youth. Since that time, Generation Akron has specialized in vibrant faith-based and motivational (nonreligious) programming for students. Whether it be raves in warehouses or assemblies in schools, GA has broken down the walls of ministry norms and paved the way for holistic transformation. GA is saving lives, rebuilding the youth of a city, and redefining life for an entire generation.

### Vision:

An entire generation defined by their love for Jesus.

### Objectives:

Support the efforts of schools and faith communities by opening lines of communication with students in need.

Mobilize the local church to effectively reach the unchurched youth of our cities.

Train and release Christian students to impact their campuses for Jesus.

Welcome students into loving community where they mentored and introduced to the way of Jesus.

Shape the culture and set the trends for an entire generation.

### The Numbers:

64	High Schools within 20 miles of Akron (low est.)
50,000	High School students within 20 mile radius (est.)
15-20	Average attendance of a successful youth group
609,950	High School students in Ohio
276,667	7/8 Grade students in Ohio
2,199	Educational institutions for students in Ohio (6th-12th)
14,700,000	High School students in America

### Visited Schools (Akron Area):

North High School

Lake High School (2)

Kenmore High School (2)

East High School (2)

Coventry High School

St.Vincent - St.Mary (3)

Manchester High School (2)

Garfield High School

Springfield High School (2)

Islamic Society of Akron/Kent

New Directions Rehabilitation

\*6,200 student hope experiences in greater Akron.

\*\$20,000+ in donated assembly programs to schools in greater Akron area. (est.)

\*\$33,000 donated in cost to support ministry efforts in India (Hope Assemblies)

### Student Mentor Communities:

St.Vincent - St. Mary (weekly lunch + weekly out of school gathering)

Ellet/Springfield Students (weekly out of school gathering) Lake (tbd)

## FEEDBACK

"Thank you for talking today at [school name]. I'm a junior and last year you talked to us and your story really stuck with me about the note you gave that girl. You inspired me to go out of my comfort zone and try and speak to someone and listen what they had to say. Really listen to them. Not just hear them. I was able to hear one of my friends story and she thanked me and told me I may have saved her life. I just thought you deserved to know that. **BECAUSE OF YOU... I was able to save a life.** You're incredible. Thank you. You changed my life. You made me realize who I want to be." - Student

"[My mom] gets around a lot 4 kids with 4 different guys and i started to allow myself to be like her. **I was raped by my stepbrother countless times at age 9.** Ive allowed all these things to define my life. But you guys made me view life in a different life and i thank you for that. Ive made some bad decisions. But i will make sure i make things better. Thank you so much! Yes you truly are lifechanging." - Student

"The Takeover is by far **the best thing that has every happened to me.**" - Student

"After hearing you guys talk at my school I really started to realize that I do have dreams and there are people out there that cared. I thought you guys had such a powerful message that I totally agree with 100%. I love that u guys have a place to share our stories because I never have let anyone know any of this and it feels good to know that I can tell someone and **since you came to my school I realize that there are people that love me and are there for me...**" - Student

"Guys. **The bible is sooo good. I literally didn't know what I was missing!**"

"**When i was 6-7-8 i was raped 22 times by my stepdad 22 times** and ever since i was like 7 ive lived in cars and 9 shelters and got kicked out of all the shelters because my mom would abuse me she is in prison right now because of abusing me November 21 2012 thats the last time i seen her after tht fay i got put in foster care she had abuse me all my life i now struggle with drugs and drinking and cutting i have severe depression and an eating disorder i do bot fit in at [school name] bc most of the kids are wealthy and i am not Thank uou for listening" - Student

"...growing up I was a kid on a mission. I always had to have a 100% in every class and I had to be the best at every sport...Living in a small town you hear every detail and there is a social stigma about kids who's parents have split, like they are an outcast. I go through middle school believing I was invincible to all of the stuff that was happening around me. I always thought the kids were overreacting with their pain and that they were desperate for attention. I never truly knew what they were experiencing because my parents were able to keep my relatively sheltered to all the crap happening in the world. Fast-forward to sophomore year spring. My parents tell me they are getting divorced. I personally saw it coming, so I didn't feel any different for the first week or so. After that my world seemed to fall apart. I didn't tell my friends because of all the social stigma that would come with it, so I kept it inside. My dad moved out and my mom worked until the evening, so **when I came home from school I had an empty heart and an empty house...**junior year comes around and I was a closet alcoholic, and **whenever I was asked about drugs and alcohol I would claim drug innocence. I go to school, put on a smile and act like my world is perfect.** I'm taking all the hardest classes possible and I'm an NHS hopeful. I've seen current seniors get busted with drugs and alcohol and kicked out of NHS and colleges turn them away. I know I need help, but I fear that speaking out will ruin my life and I don't want to be labelled as THAT guy." - Student

"**Best assembly we have had by far,** entertaining and moving. :)" - Student

Def **the best yet!** - Student

“[TKOVR] came to our school today and it was **the biggest inspiration ever**. Thank you guys so much”  
- Student

You guys were **so inspirational!** - Student

[TKOVR] came to our school today, and **it was probably one of the best mentoring days ever**. Really inspiring! - Student

I’m really glad that [TKOVR] came to our school! They are so inspirational! **They need to come back!** - Student

You came to my school today and you were **absolutely AMAZING!!!** You have inspired me sooo much!  
#readytochangetheworld - Student

[TKOVR] you guys are pretty awesome. Your presentation was really inspiring. **I seriously cried like 3 times.** - Student

[TKOVR] I am from Kenmore. I loved your show. **More people need to be like you.** I really thought you guys were good. - Student

[TKOVR] **the assembly at coventry was amazing today!** Everyday I heard “you mean something to me!” - Student

“I had dream when I came into this school, and **in 1 day you have successfully accomplished my vision.**” - Counselor

“**The best.**” - Teacher, Counselor, etc.

“I’ve been in Catholic education for 15 years and **that was the best program on Catholic spirituality I’ve ever seen!**” - Teacher

“The engagement they had with the crowd was so relevant...**it was amazing the way they pulled kids in.**” - Teacher

“**One of the most positive reinforcement assemblies I’ve seen in the APS [Akron Public Schools],** and I’d love to see this go other places.” - Assistant Principal

“**I had students flooding my office for weeks to talk about the program,** how they could relate, and how it inspired them to persevere through their challenges and be a world changer for those around them...**The program took place at our school eight months ago and I still have students relating to the message that was given that day and how it has helped them...**I am planning on having this program return to our school every year, and highly recommend that every school take this opportunity to benefit their students who so greatly need a message like this.” - Counselor

“**This is the best Program** creative arts with powerful message, very heart touching I have ever seen.” – Community Leader (India)

“This is very effective program **amazingly inspiring...**” – Principal (India)