

Job Description

I believe the best way to achieve this vision is through an “always-on” model—one that allows for consistent content creation, strategic planning, and the flexibility to seize opportunities as they arise. That’s difficult to do when relying solely on day players, who are often brought in for isolated tasks and limited by budget-driven time constraints. Especially in the early stages, **ongoing content management and thoughtful media strategy are essential.**

With that in mind - and as a practical exercise - I drafted a job description for a Media Manager role that I believe would be the most impactful place to start. I aimed to approach it objectively... though, unsurprisingly, I also think I’m a strong fit for the role. 😊

Of course, we can still explore what a “periodic” model might look like. But depending on the minimum volume of content needed, my instinct is that the elevated rates of day players - especially for editorial - would be both cost-inefficient and strategically limiting.

Media Manager – The Woodshop Listening Room

Location: Chattanooga, TN | Part-Time or Contract

About The Woodshop

The Woodshop Listening Room is an intimate, artist-first venue rooted in American Roots music. Known for its warm atmosphere, curated performances, and deep community ties, The Woodshop is expanding its digital presence to tell richer stories and reach wider audiences. We’re looking for a **Media Manager** to help us shape that vision.

Role Overview

We’re seeking a **Media Manager** who can both **create compelling content** and **strategically manage the systems behind it**. This role blends hands-on production (shooting, editing, publishing) with thoughtful media oversight – ensuring that every piece of content reflects The Woodshop’s voice, values, and visual identity.

Responsibilities

Content Creation

**When ready to level up and expand, this is the place to start – by bringing in a dedicated creator rather than a manager or strategist, ensuring the content itself leads the growth.*

- Capture live performances, artist interviews, and behind-the-scenes moments at The Woodshop and related events
- Set up and manage lighting for shoots, including low-light performance environments, interviews, and promotional content – ensuring visual clarity and emotional tone

- Conduct interviews with artists and collaborators, then shape those conversations into compelling narrative content across formats (video, podcast, social media)
- Edit short- and long-form video content for YouTube, Instagram, and other platforms
- Develop and execute recurring content series (e.g., artist profiles, thematic episodes, venue promos)
- Assist with basic audio capture and syncing for live music and interviews

Media Management & Strategy

- Organize and maintain a growing archive of footage, audio, and project files
- Create and manage a content calendar in collaboration with venue leadership
- Develop naming conventions, metadata tags, and folder structures to streamline access and reuse
- Track content performance and audience engagement to inform future production
- Coordinate with artists for content approvals, cross-promotion, and rights management
- Repurpose longform content into short clips, reels, pull quotes, and other assets
- Ensure consistency in tone, branding, and visual identity across all media

Requirements

- Proven experience shooting and editing video (please include a portfolio or reel)
- Proficiency with editing software (Premiere Pro & After Effects preferred)
- Strong organizational skills and attention to detail in managing digital assets
- Familiarity with cloud storage systems (e.g., Google Drive, Dropbox, Frame.io) and collaborative tools
- Comfortable working in low-light, live-music environments
- Ability to work independently and manage multiple projects simultaneously
- Bonus: experience with audio mixing, motion graphics, or podcast editing

Bonus Qualities

- Passion for American Roots music and artist-first storytelling
- Familiarity with social media platforms and content trends
- A collaborative spirit and love for community-driven creative work