

## Siskey Productions Overview

Founded in 2013, Siskey Productions is a video and web consulting firm based in Jacksonville, Florida. The mission of Siskey Productions is to create the visual stories and digital tools our clients need to build a strong foundation and a lasting impression.

To date, we have told over 1,000 stories for clients ranging from start-ups and nonprofits to Fortune 500 companies. Our top offerings are story/script development, short-form video production, website development and monthly web maintenance.

Employees at Siskey Productions work from the home office and remotely to support the mission by providing excellent customer service, innovative storytelling, and execution support.

For more information, visit [www.siskeyproductions.com](http://www.siskeyproductions.com).

## Our Culture

Our people are at the heart of everything we do at Siskey Productions. Our company will only deliver our best work when we function as a whole cohesive unit. Although we will never reach perfection, we can strive toward excellence in our daily mission and efforts. With that vision comes a focus of key internal initiatives we are committed to working on, along with indicators of what each should look like as we continually build our team at Siskey Productions:

- **Missional Focus** – A collective understanding of what the organization stands for, where it is going, and how we will get there. *Indicators: a clear inspiring vision, well-executed strategies, clear aligned goals.*
- **Authentic Values** – Deeply held principles guiding all decisions and relationships, reflected in the conduct of everyone at all times. *Indicators: high levels of trust and communications, uncompromising integrity and ethics.*
- **Productive Relationships** – Open, collaborative relationships that recognize and honor the commitments that people make to themselves, each other, their work, and the organization. *Indicators: respect for all individuals, effective problem-solving and decision-making, clear accountability, effective teamwork at all levels.*
- **Process-Driven** – Flexible structures, processes and technologies that allow people to do their best work and to collaborate effectively across boundaries. *Indicators: clear organizational design, collective knowledge, the right tools and technologies, the right people for the right jobs.*
- **Continuous Improvement** – Results-focused learning that strengthens individual and organizational capacity to cope with the present and define the future. *Indicators: continuous teaching and learning, effective knowledge and skills development, leadership development at all levels.*
- **Goal-Oriented** – Fair, meaningful performance requirements, measurements and rewards that are aligned to the goals of the organization, reinforce high performance and address poor

performance. *Indicators: clear and energizing performance requirements, relevant work measures, differentiated rewards.*

## The Mission – Why We Exist

To create the visual stories and digital tools our clients need to build a strong foundation and a lasting impression.

## The Vision – What We Want To Achieve

To tell 10,000 stories that are positive, impactful, and reflect God's creative nature.

## Our Values – The Way We Will Accomplish This Mission

Our core values shape the way we go about fulfilling our mission, how we behave, and the accountability parameters around innovation and execution.

- **Stewardship** - We believe that God is the CEO and owner of this business, and as such, we are simply stewards of it. Everything we do seeks to honor God's way of doing business. We also believe that when a client hires us, we are stewards of their budget, and seek to provide the best possible tools and advice for them to be successful.
- **Excellence** - As representatives of this business and God's kingdom, we strive to perform all our duties with excellence. From answering emails, to finalizing sound design on a video, to monthly maintenance, everything we do should be done to our very best ability.
- **Education** - Our clients trust us to help them understand their core problem, and navigate them through the best solution. Often this means we need to educate clients on the options, so they can make an informed decision. This also means we need to continually educate ourselves on the latest trends, tools and strategies that can help our clients succeed.
- **Dedication** - We're dedicated to our clients' success. That means accurately quoting and scoping projects, then delivering on our promises on time and in budget. Working hard to not only get the job done, but done with excellence every time, for every client.

## The Position

The Web Assistant is responsible for stewarding the mission, goals, and objectives of Siskey Productions by supporting internal staff and external clients. The ideal candidate will be a self-starter and will possess strong attention to detail and problem-solving skills. This person will have a driven work ethic, the ability to correctly interpret and complete requests, and the willingness to support internal staff in a variety of projects. This person will also confidently engage with clients.

The responsibilities of the Web Assistant include but may not be limited to the following:

1. Read, interpret, and respond to web support requests.

2. Make updates to website content.
3. Troubleshoot issues relating to website themes, plugins, or hosting environment.
4. Perform routine maintenance and testing on websites monthly or as needed.
5. Review GTMetrix reports, security and performance logs, and tablet and mobile views; interpret findings and make improvements as needed.
6. Organize client project materials and facilitate project management including collaboration with other team members or freelancers.
7. Setup hosting environments for new client projects.
8. Install and configure Wordpress themes and plugins.
9. Customize themes into a unique design based on provided brand standards, utilizing CSS and HTML as needed to modify or enhance design elements.
10. Design/lay out pages, forms, sliders and other content.
11. Review client websites on mobile devices and provide recommendations to improve mobile experience.
12. Setup on-page SEO and write meta titles and descriptions; internal linking; schema; event tracking.
13. Proofreading and crafting compelling headlines for calls-to-action and landing pages.
14. Modify images to create basic graphics for web and social media use.
15. Creating reports based on Google Analytics or other provided data.
16. Researching web trends to identify areas of improvement and innovation.
17. Regression testing of websites prior to launching updates.
18. Assist sales team in researching prospects and market trends.
19. Other administrative tasks as needed.

This position will report directly to the Web Operations Manager, working closely with other web assistants, developers, producers and contractors. Success will be dependent on the ability to provide excellence in customer service, prompt response to support tickets, and a willingness to jump in and help as needed.

## Key Characteristics of the Ideal Candidate

- Purpose-Driven – A strong sense of passion for our mission and a real sense of this role and company being a great fit for the gifts, talents, passions, and experiences with which God has entrusted this person. Must be mission-motivated and maintain a resolve to overcome obstacles anchored in a sense of purpose in the work.
- Servant Leadership – Nobody is above any task and we are all here to serve others. Every customer—internal or external—is in need of help, and the most powerful way to lead will be to serve at a high level.
- Learning and Adaptive – In a small business with a big mission, new systems, technology, and

situational adaptability will be normal. This person must have an appetite for learning and skill improvement.

- Grit, Determination, and Resourcefulness – Not everything will have a pre-planned solution. This person will have to be resourceful in figuring things out, resist being overwhelmed, and be willing to roll up their sleeves until they make it work. Whether looping in other people, finding tools online, or seeking out best practices, this person will have to have an open mind and good resolve.
- Organizational Skills – We serve a God of order and creativity, but we live in a world of chaos and confusion. This person gets to help bring the Kingdom of God to the position by being a constant organizational force. It will require a capacity for seeing patterns, discerning better processes, and prioritizing and systemizing for improved outcomes.
- Chemistry Fit – This is a fun culture. We laugh, we work hard, we press hard, we jump in to figure things out. Fitting into the team chemistry is essential.
- High Character – We operate with a high trust culture. We must operate out of personal values and integrity or this will not work. Integrity, honesty, compassion, reconciliation, and diligence are all qualities this person must possess to flourish here.
- Energy and Enthusiasm – This person must bring joy and passion for work to the job. It is essential to spur one another on in the work, be self-motivated to see the positive, and encourage others on the mission.
- Multitasking – This is not a steady state or static environment. Workflow will cycle and interruptions are normal, so this person must be able to juggle and adjust on the fly.
- Project Management – While multitasking, this person must be able to keep an eye on deadlines and critical dependencies and either work to preserve them or bring people in before things are missed.

## Qualifications

1. Minimum 2 years experience working extensively with Wordpress.
2. Intermediate-to-advanced understanding of HTML and CSS (PHP and jQuery a plus).
3. High level of technological understanding: PCs / Windows 10, Mobile devices and tablets, Microsoft suite and Google Apps suite, Adobe Photoshop and Premiere Pro.
4. A calm and resourceful demeanor when assisting others.
5. Ability to have effective conversations via email, phone, video chat, and face-to-face.
6. Ability to meet outlined targets.
7. Ability to work effectively no matter the location (remote or in-office).