



Greater Lafayette Commerce

Job Title: Digital Content Coordinator

Reports to: Director of Operations & Events

FLSA Status: Exempt

Job Type: Full-time

Salary Range: \$40,000 – \$50,000

About Greater Lafayette Commerce

Greater Lafayette Commerce serves as a nexus in the Greater Lafayette economy. A nonprofit economic development and chamber of commerce organization serving Tippecanoe County, Indiana, Greater Lafayette Commerce is membership-based and supported by local industries, businesses, governments and individuals. Its mission, carried out by various councils, is to advance economic and community prosperity and a superior quality of life.

Why You'll Love Working Here

The team works under the direction of the president and chief executive officer. The staff is small, and the work is high-profile. Projects range from regional talent pipelines and business development initiatives to community events that draw thousands of people. Everyone on the team wears multiple hats, collaborates across functions and takes genuine ownership of their work.

About the Role

We're looking for an early-career videographer who's passionate about the community, fluent in digital tools and sharp enough to juggle multiple projects without dropping anything.

On the marketing and communications team you'll work alongside the Creative Brand Manager and Public Relations & Communications Manager to produce digital content that showcases our community and members, supports events and strengthens our brand. From shooting video at local events to creating web and social media content and building campaign assets, your work will be seen and felt across the region.

This is a good fit for someone who wants real responsibility early in their career, is energized by variety, cares about craft and takes pride in producing work that represents the Greater Lafayette Commerce and the region well in public.

Responsibilities and Activities

- Shoot short-form and long-form video for events, social media and campaigns
- Take raw footage and transform it into polished, on-brand content with strong pacing, storytelling and visual consistency using tools like Adobe Premier Pro and Final Cut Pro
- Ensure all video and digital content is aligned with brand standards in tone, style and quality
- Support photography and visual asset collection for marketing use
- Assist with creation of digital assets using Adobe Creative Suite or similar tools

- Coordinate assets across content, design, photography and campaigns to support cohesive execution
- Work across departments to complete projects on time, with strong organization, attention to detail and follow-through.
- Work well in a collaborative team environment while also taking ownership of assigned projects independently
- Maintain a professional appearance, demeanor and attitude.
- Look for ways to improve quality, efficiency and consistency across marketing work.

Position Requirements

- Bachelor's degree in marketing, communications or a related field
- 1+ year of relevant experience or internship (preferred)
- Experience shooting and editing video for social media, events, or digital campaigns
- Working knowledge of design tools (Adobe Creative Suite, or similar)
- Strong writing and communication skills
- Ability to manage multiple projects and deadlines
- A collaborative mindset with a willingness to jump in and help wherever needed
- A professional, positive, and engaging presence

Bonus Points

- Experience with WordPress or other website content management systems
- Familiarity with AI-powered creative tools (e.g., DALL·E, Nano Banana, or similar) to support content creation and efficiency
- Experience capturing footage using a drone
- Strong understanding of social media video trends, with the ability to create content that feels current, engaging, and platform-native
- Ability to identify and contribute to emerging content trends, not just follow them

How to Apply

Please send your resume and portfolio to Jennifer Boss, Creative Brand Manager and Shelby White, Public Relations and Communications Manager at marcom@greaterlafayettecommerce.com.

Equal Opportunity Employer

Greater Lafayette Commerce is an Equal Opportunity Employer. We are committed to creating an inclusive environment for all employees.