



Video Producer

Peoria, IL | Full-Time | Onsite

Job Description

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Central States Marketing is looking for an experienced, highly motivated **Video Producer** to lead our video department and elevate the quality, strategy, and performance of our content. This role is built for a hands-on leader who brings strong creative direction and holds our work and team accountable to high standards. You'll guide a growing team while actively contributing to conceiving, production, and post-production work. We believe powerful storytelling drives connection and results. We are a collaborative, full-service agency focused on strategy, creativity, innovation, and measurable outcomes. This role offers the opportunity to shape the future of video and AI-driven storytelling while leading a talented and growing creative team. **SUBMISSIONS WITHOUT A SAMPLE REEL WILL NOT BE CONSIDERED.**

Leadership & Team Development

- Lead, motivate, and mentor the video/content production team through collaboration, accountability, and creative excellence.
- Foster a positive, solutions-oriented culture focused on growth, innovation, teamwork, and continuous improvement.
- Lead by example with professionalism, communication, organization, and work ethic.
- Provide clear direction, feedback, and support for growth in storytelling, production, editing, and strategic thinking skills.
- Manage workflows, timelines, project priorities, and production schedules effectively.
- Develop strong cross department collaboration.

Creative Strategy & Story Development

- Conceptualize and oversee compelling video and multimedia content for clients across multiple industries.
- Develop strategic storytelling approaches that align with brand goals, audience behavior, and campaign objectives.
- Create content, branded storytelling, recruitment campaigns, testimonials, social-first videos, commercials, and digital campaigns.
- Collaborate closely with creative, media, strategy, and account teams to ensure content aligns with broader marketing initiatives.
- Translate complex messaging into engaging, emotionally driven stories.
- Push beyond execution to bring thoughtful, strategic storytelling to every project

Production & Post-Production Execution

- Oversee all phases of video production including pre-production, scripting, storyboarding, directing, editing, sound, animation, and final delivery.
- Direct on-location shoots and interviews with confidence and professionalism.
- Ensure projects are delivered on time, on brand, and at a high creative standard.
- Create and oversee motion graphics and animation using tools like After Effects
- Ensure all deliverables are optimized for digital, social, broadcast, streaming, web, and paid media platforms.

Innovation & Workflow Improvement

- Utilize tools (including AI) to improve scripting, ideation, editing workflows, captioning, content repurposing, and production efficiency
- Stay ahead of emerging trends in AI-driven content creation and digital storytelling
- Continuously evaluate and improve production workflows
- Stay current on video trends, formats, and platform performance
- Help evolve the agency's approach to scalable, high-performing content creation while maintaining authenticity and creativity





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Qualifications

- 5+ years of professional experience in video production, creative storytelling, content strategy, or creative leadership.
- Proven experience leading or mentoring creative teams.
- Strong storytelling instincts and the ability to connect emotionally with audiences.
- Experience with AI-powered creative tools and emerging content technologies.
- Advanced proficiency in Adobe Creative Suite, Premiere Pro, After Effects, DaVinci Resolve, or equivalent platforms.
- Strong organizational, communication, and project management skills.
- Ability to manage multiple priorities in a fast-paced agency environment.

Ideal Candidates

- Confident leader and team builder who leads with positivity, accountability, and vision.
- Strategic thinker who understands both creativity and business goals.
- Passionate storyteller who understands why content works—not just how to create it
- Hands-on producer with experience across shooting, editing, and motion graphics
- Proactive thinker who brings ideas—not just executes tasks
- Collaborative leader who thrives in a fast-moving, team-oriented culture.

The starting salary for this role is \$60,000 annually; however, the final compensation will be determined based on the candidate's experience, skills, and qualifications.

Central States Marketing offers an attractive compensation package, which includes a competitive salary, 401(k) plan, PTO, holiday pay, and a comprehensive benefits program. CSM is an equal-opportunity employer committed to an inclusive workplace. Anyone interested is encouraged to apply and CSM does not discriminate on the basis of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. Employment with Central States Marketing is contingent upon the satisfactory completion of a criminal background check.

