

JOB DESCRIPTION CONTENT CREATOR



Scope

Our Content Creator will play a key role in the team by working on a strong portfolio of well-known clients.

They will support clients and campaigns, working with colleagues to deliver exceptional work. They will also support Distinctive's own marketing as part of a growing, successful team.

We advertise this position as a full-time role, based in Bristol or Exeter, with normal working hours being from 9am to 5pm on Monday to Friday. However, we also champion flexible working and make this role available on a part-time basis also. We will agree working hours with the successful candidate.

If you work in a content-led role with a focus on visual content, social media and online platforms, the responsibilities listed below will not be a surprise to you.

Just as important as your skills are your personal qualities. We treat people as adults, with honesty and respect. How we do things is as important as what we do.

Responsibilities

This is a practitioner role for someone who can create strong visual content for use on social media and online. We are looking for someone who can plan and capture video and photo content as needed, create effective social assets, edit short-form video confidently, and work directly with clients and colleagues to deliver high-quality work.

Client support:

- Capture photo and video content for client work, on site where required.
- Create high-quality visual content to support our clients across social media and online platforms.
- Create social assets using Canva.
- Edit short-form video content for social and digital channels.
- Write captions and post copy for social media, to accompany photo and video content.
- Adapt content for different audiences, channels and formats.
- Lead content projects, while working with account leads who retain overall responsibility for accounts.
- Liaise directly with clients where required and work closely with the team to ensure timely delivery of great work.
- Maintain high standards of accuracy and presentation across all content.
- Ensure all content is consistent with appropriate brand guidelines.
- Research and develop ideas to help clients tell their stories in visually engaging ways.

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- Support the delivery of integrated campaign activity with creative and account colleagues.

Team support:

- Fully participate in brainstorming and generate ideas for new business and growing existing client accounts.
- Support our own marketing, including creating visual content for social posts, website and newsletter.
- Provide key information to support planning and resourcing.
- Show a willingness to learn, develop and build skills over time.

Skills

Professional:

- Photography and content capture skills.
- Video editing skills.
- Ability to plan, prioritise and manage time effectively.
- Creativity and innovative thinking.
- Creating social assets, with working knowledge of Canva.
- Content creation skills for social media and online platforms.
- Digitally savvy, with a good understanding of what works across social media platforms and online channels.
- Good copywriting skills, with the ability to adapt style for different audiences and platforms.

Personal qualities:

- A self-starter, who can work independently and as part of a team
- Ability to build relationships: good with people
- Confidence working directly with clients.
- Collaborative and flexible
- Hardworking, honest, reliable.

Desirable:

- Ability to edit longer-form video for use on websites and other corporate channels.
- Confidently lead on-camera interviews.
- Awareness of social media trends when it comes to video content.
- Commercial awareness: understand what makes accounts profitable.
- Interest in, and willingness to use, AI to support your work.

Contact

Ben Lowndes, Director

07387 140 782 / ben.lowndes@distinctivecomms.co.uk