

JOB DESCRIPTION

Job Summary:

BCC is currently seeking a creative and talented Senior Content Creator for the Maldives Business Network. The Content Creator will play a pivotal role in developing engaging and informative content for BCC, with the aim of promoting SMEs, raising awareness, and educating the audience about business, commerce, and the economy.

Job Tasks:

- Develop and produce high-quality video content for BCC, including promotional videos, interviews, documentaries, and educational segments.
- Collaborate with the production team to plan, script, and storyboard video content, ensuring alignment with BCC's objectives and target audience.
- Conduct research to identify relevant topics and trends in business, commerce, and the economy, and generate creative ideas for content creation.
- Coordinate and conduct interviews with SME owners, industry experts, and other stakeholders to gather insights and stories for content development.
- Edit video footage, including adding graphics, music, and other visual elements, to create engaging and professional-looking videos.
- Write clear and compelling scripts for video content, ensuring accuracy, relevance, and adherence to BCC 's tone and style.
- Engage in photography and videography to capture compelling visual content that effectively communicates the organization's message and objectives, collaborating with team members to conceptualize, plan, execute, and edit projects while staying updated on industry trends.
- Optimize video content for various platforms, including social media, websites, and streaming services, to maximize reach and engagement.
- Stay up-to-date with industry trends, best practices, and emerging technologies in video production and content creation, and make recommendations for continuous improvement.
- Collaborate with the marketing team to promote BCC content across multiple channels and engage with the audience to drive traffic and subscriptions.
- Monitor and analyze video performance metrics, such as views, engagement, and retention, and use insights to refine content strategy and optimize performance.

- Ensure compliance with copyright and licensing regulations when using third-party content in video productions.
- Maintain organized files and records of video assets, including raw footage, edited videos, and project files.

Additional Responsibilities:

- Perform other duties that fall within the competency and responsibility of the position or assigned by supervisor