

JOB DESCRIPTION

Job Summary:

The Content Creator will play a key role in developing engaging and informative content aimed at promoting our organization's initiatives, enhancing awareness, and educating the audience about relevant topics.

Job Tasks:

- Collaborate with the team to brainstorm, plan, and execute content creation strategies aligned with organizational goals.
- Develop high-quality written, visual, and multimedia content for various platforms, including social media, websites, blogs, newsletters, and promotional materials.
- Assist in conducting research to identify relevant topics, trends, and insights to inform content development.
- Support in the coordination and execution of interviews, video shoots, and other content production activities.
- Assist in editing and refining content to ensure clarity, accuracy, and adherence to brand guidelines.
- Engage in photography and videography to capture compelling visual content that enhances storytelling efforts.
- Collaborate with internal teams and stakeholders to gather input, feedback, and insights for content refinement and optimization.
- Stay updated on industry trends, best practices, and emerging technologies in content creation and digital marketing.
- Assist in monitoring and analyzing content performance metrics to evaluate effectiveness and identify opportunities for improvement.
- Maintain organized files and records of content assets, including raw footage, edited materials, and project files.

Additional Responsibilities:

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