

Job Description: Content Creator/ Brand Specialist

Location: Remote

Job Type: Full Time

About Us:

At Creatorade, we're not just an influencer media company—we're a hub of creativity, collaboration, and innovation. Our mission is to enable creators to help local communities and businesses grow through meaningful connections. To achieve this, we create a workplace where every team member is valued and empowered to do their best work. We're looking for a versatile Content Creator who can bring our brand to life across multiple channels. If you're passionate about content creation, marketing, and want to make a significant impact, we want you on our team!

Job Summary:

As a Content Creator, you'll play a key role in crafting and executing our social marketing strategies. Reporting directly to the CMO, you'll be responsible for planning, shooting, editing, writing, and optimizing a wide range of content. You'll use your experience as a content creator to plan, shoot, edit, and design content at the speed of culture. You stay on top of the latest trends and are well-versed in creating content for Meta, LinkedIn, YouTube, and TikTok. You are a storyteller at heart and use all your skills every day to create content that sets us apart from other brands.

Key Responsibilities:

1. Content Creation:

- Utilize your skills in photography, videography, design, and platform-specific tools to produce a variety of content.
- Adapt quickly between different styles, from quick social posts to detailed shoots.

2. Social Media Management:

- Oversee and manage Creatorade's social media channels, including Facebook, Instagram, TikTok, and LinkedIn.
- Create and schedule posts, monitor social media trends, and engage with our online community, responding to comments and messages in a timely and professional manner.

3. Strategic Marketing Support:

- Collaborate with the CMO to develop and implement comprehensive marketing strategies that align with Creatorade's business objectives and growth plans.

4. Brand Development:

- Contribute to the development of Creatorade's brand identity, ensuring all content is on-brand and consistent in style, tone, and quality.

5. Workflow Management:

- Handle multiple tasks and priorities efficiently.
- Deliver high-quality work quickly, capturing and editing trending moments in real-time.

6. Analytics & Reporting:

- Track and analyze the performance of digital content and marketing campaigns.
- Prepare regular reports on key metrics to assess the effectiveness of our marketing efforts.
- Use insights from data to optimize content strategies and improve ROI.

Qualifications:

- 1 to 3 years of experience in a design or content creation role where you have produced a wide range of content.
- A high-quality portfolio displaying a range of quality social content, ideally produced in a creative agency environment.
- Strong understanding of digital marketing trends and best practices.
- Proficiency in graphic design tools (e.g., Adobe Creative Suite, Canva) and content management systems (e.g., WordPress).
- Excellent writing and communication skills, with a keen eye for detail and creativity.
- Ability to manage multiple projects simultaneously and meet deadlines.
- Familiarity with social media analytics tools (e.g., Hootsuite, Google Analytics) and the ability to interpret data.
- Experience in video editing and production.

Why Join Us?

At Creatorade Media, we believe work should be meaningful, engaging, and fun. Join our team, and you'll be part of a company that values creativity, collaboration, and a strong sense of community. We offer competitive benefits, opportunities for growth, and a work environment that's both challenging and rewarding.

Ready to take the next step in your career? Apply today and let's create something amazing together!