

POSITION STATEMENT

Content Creator/ Creative Director

POSITION DESCRIPTION

As the Content Creator/ Creative Director, you are responsible for delivering innovative and engaging content for our diverse range of clients – using the Creating Communities 3D method of discover, design and deliver.

You are a confident self-starter passionate about supporting communities through powerful communications. Your high attention to detail and organisational skills compliment your solution focused approach to deliver creative and engaging communications.

You are an enthusiastic social media user and are eager to be at the forefront of the latest advancements in digital technology. But, at the heart of it all you are passionate about providing platforms to empower and unite communities.

BILLABLE TARGET 75%

ORGANISATIONAL RELATIONSHIP

In the new normal of COVID-19, this role is essential to building community connections online and plays a key role in a range of digitally focused projects.

This role supports the greater Creating Communities team to deliver project work and is central to driving Creating Communities digital presence.

RESPONSIBLE TO Communications Lead, Jessica Barker

SKILLS AND CAPABILITIES

- An active social media user, you remain up to date with the latest features, best practices and trends, and are passionate about employing your knowledge to help our clients and communities to succeed.
- Proven ability to develop content to suit different organisations, objectives and target audiences.
- A solid understanding of social media and the digital marketing landscape.
- Understanding of and experience in UX.
- Exceptional written and oral communication skills with high attention to detail.
- Experience in writing and delivering communication plans.
- Creatively minded with a strong understanding of what makes aesthetically pleasing design.
- Outstanding organisational skills with a proven ability to multitask, prioritise and drive your own projects to deadlines.
- Team player with a confident can-do attitude.
- Natural problem-solver with the confidence to tackle challenges independently.
- Skilled in photography and videography (lighting, composition, and editing), with a well-developed creative eye.
- Ability to work confidently and efficiently in software across the Adobe Creative Suite and Premiere Pro.
- Experience in web content management (WordPress CMS &/ Craft CMS) highly regarded but not essential.
- Podcast recording and editing experience highly regarded but not essential.
- Qualifications in Journalism, PR, Marketing or other relevant disciplines are highly regarded but not essential.

RESPONSIBILITIES AND ACCOUNTABILITIES

- Represent Creating Communities and conduct oneself in a manner consistent with the company values.
- Determinedly pursue the company purpose to transform communities by uniting the interests of people, industry and government, driving shared value.
- Implement and act in accordance with Creating Communities planning processes, policies, procedures and staff handbook.
- Consistently attain agreed billable target percentage and manage duties within assigned budgets.

Specific Role Responsibilities

- Write highly engaging copy for blogs, EDMs, social media posts, social media ads, websites and other digital platforms which are aligned to the company and/or client communications strategies.
- Maintain and manage a range of digital platforms, including social media, websites and the CCA Community Board for the company and clients
- Develop innovative communications to tell the stories of communities, projects and places.
- Build relationships and facilitate community connections through online channels.
- Interpret project briefs and develop creative content strategies
- Management of Electronic Direct Mail platform, Campaign Monitor for internal and external purposes. This includes comprehensive list management.
- Plan, coordinate, shoot and edit quality visual content for social media, with a focus on Instagram, Facebook and Vimeo/ YouTube.
- Produce podcasts on occasion, including planning, recording and editing
- Evaluate digital performance and improve effectiveness by collecting, analysing and reporting on data and communicate recommendations to Communications Lead.
- Ensure continual improvement and innovation in approach and methodologies in digital communications to keep the company at the forefront of developments and best practice.
- Build internal and external relationships to create and source content.
- Provide consistent and accurate reporting on digital platforms as required by the project team or client.
- Deliver consistent messages to promote Creating Communities brand and industry experience.

Clients/ Stakeholders

- Work collaboratively with the Creating Communities team, clients and community members.

Team Participation

- Support project teams in the timely delivery of project actions/outcomes.
- Actively engage in professional development training.
- Deliver projects on time, on budget within scope and in line with client expectations.

Planning, Administration and Meetings

- Account for hours on projects and other hours in the company time billing software daily.
- Carry out admin duties as needed, including file and equipment management

- Attend and participate in all staff meetings, workshops and retreats as scheduled and advised.
- All other duties as assigned from time to time.