



## Brand Warrior Content Creator Job Description

Position Description	Content Creator
Location	Barossa & Adelaide
Status	Casual or Part Time
Hours of Work	To Be Discussed/ Agreed
Reports To	Director
Direct Reports	Nil

### About Us

We're a tribe of content marketing professionals who are passionate about brands. We take a personable approach, customising our solutions based on client marketing needs.

We were founded seven years ago, and since then, we have grown into a tribe of five, working collaboratively to deliver creative solutions for our clients.

While Brand Warrior was born in Barossa, we now have a studio in Prospect, Adelaide, and our tribe is split between these two spaces. This allows us to service our clients best while offering our Brand Warriors flexibility to work from either office.

### About This Role

We are a content marketing business, and we are looking for someone with a flair for producing content, focusing on photography, reels/ videography, EDMs, websites, and social media.

We seek an energetic and capable content creator with a can-do attitude, as this role is key to delivering creative, strategic and impactful solutions to our clients.

### Key Role Objective

To develop and deliver inspiring creative outcomes, connecting with passion, integrity and expertise. To enthusiastically partner and engage with clients from the initial brief to the creative process and finally to delivering outcomes.

### Duties and Responsibilities

Our Content Creator is primarily responsible for developing creative outcomes for clients, led by the creative brief process. This role will support the delivery of client marketing strategy through a mix of photography, videography and graphic design in consultation with the Brand Warrior tribe. It is a position suited to candidates with a flair for creativity, social media and digital comms, with responsibilities including but not limited to:

- Crafting high-quality communications content for social media, websites, email newsletters, print media and more.
- From visually conceptualising ideas to developing content through photography and editing photographic images.
- Creating videos, animations, and reels and editing brand videos.
- Research and creative input into new and emerging trends across client accounts.
- Designing outcomes across multiple channels, including social media, EDMs, websites, brochures, editorial design, annual reports and general brand communication.
- Developing creative in line with ideas pitched to clients.
- Ensure all Brand Warrior collateral is on the brand to the style guide, including internal and external communication.
- Ongoing data integrity management of our content library, ensuring continued relevance and effectiveness of images and videos.

### **Key Team Relationships**

Our Content Creator reports directly to the Director and works closely with all members of the BW tribe. The role is also to develop and manage external supplier relationships effectively.

### **General Reporting Responsibility**

In addition to the direct reporting line, each member of the BW team is responsible for the proactive, effective, and timely reporting of any significant business concerns to the Director, Claire Doughty.

### **Budget**

The role of Content Creator does not hold responsibility for an individual budget spend, and all spending is to be approved by the Director.

### **Education and Experience**

- Degree qualifications or is currently studying Visual Communications, Marketing and Design, Marketing and Communications, or Graphic Design, or equivalent hands-on experience.
- Demonstrated experience as a Content Creator within an agency, freelance or business.
- Demonstrated success working in a client-facing role with a high degree of aptitude towards effective client relationship management.
- High level of creativity teamed with marketing/ business acumen.

### **Skills and Abilities**

- High levels of creative ability in content production (including photography and videography), graphic design (including email marketing platforms, website platforms such as WIX, Shopify and Squarespace, and developing social media feeds/ assets) and initiative.
- Experience in YouTube, TikTok, Instagram, Facebook and LinkedIn.
- Competent in Adobe products, Canva and other design/photography/videography creation apps.

- High levels of team orientation while also demonstrating healthy personal ambition.
- Proven attention to detail in a fast-paced environment.
- Effective problem-solving ability when dealing with competing priorities.
- A flexible, committed and positive attitude towards delivering outcomes.
- Demonstrated high levels of organisation, creativity, integrity, self-motivation and professional drive.

### **Key Performance Indicator Themes**

- Effective communication
- Billable hours
- Creative outcomes
- Client deliverables
- Team orientation/ contribution

### **Workplace Diversity**

To lead by example and demonstrate a commitment to workplace diversity by demonstrating and actively promoting the benefits of diversity.