

CONTENT & CREATIVE ASSISTANT

Position Description

Reports to

Client Marketing Lead and Creative Lead

The Client Marketing Lead is responsible for client priorities, campaign requirements, workflow and deadlines.

The Creative Lead is responsible for creative direction, technical standards, quality oversight and creative development.

Where Marketing and Creative priorities compete, the Client Marketing Lead and Creative Lead are responsible for resolving the priority before work is allocated.

Works closely with

Marketing Assistant, Client Sales Lead, Sales Director, Operations Executive and Founder & Director.

Employment Type

Permanent Part-Time or Full-Time, depending on the successful candidate's experience, capabilities and preferred working arrangement. Final arrangements are subject to HR review.

Content production is the core requirement of the role. Brand Warrior is open to appointing the position on a full-time basis where the successful candidate can also contribute meaningfully across graphic design, motion graphics, animation or broader creative delivery.

The role title may be adjusted to reflect the successful candidate's demonstrated capability and level of responsibility.

Position Purpose

The Content & Creative Assistant produces photography, videography and digital creative that brings Brand Warrior's client strategies, brands and stories to life.

The role is responsible for helping to plan, capture, edit and prepare visual content for social media, websites, campaigns, email marketing, digital advertising and other client channels.

Depending on demonstrated capability, the role may also contribute to graphic design, motion graphics and animation across social media, EDMs, websites, presentations, publications and campaign collateral under the direction of the Creative Lead.

The role works across Creative and Marketing, with the Client Marketing Lead defining client and campaign requirements and the Creative Lead guiding how those requirements are expressed visually.

We recognise that candidates may be stronger in one creative discipline than another. The role may suit an emerging content creator with graphic-design capability or a junior designer who is confident behind the camera and interested in developing broader photography, video and content-production skills.

As capability develops, the employee will be expected to demonstrate increasing technical confidence, creative judgement, initiative, ownership and independence.

Key Responsibilities

1. Content Production

Produce purposeful visual content for Brand Warrior clients across digital, social and campaign channels.

Responsibilities include:

- Capture photography and videography for client campaigns, social media, websites and digital marketing.
- Produce Reels and other short-form, social-first video content.
- Edit and export photography and video to Brand Warrior quality standards.
- Prepare imagery, video and creative assets for publication across relevant platforms.
- Develop content that reflects approved brand guidelines, creative direction and campaign objectives.
- Repurpose existing photography, video and client assets where appropriate.
- Adapt content for different formats, dimensions, audiences and channels.
- Maintain organised content libraries, file structures and version control.
- Understand the purpose, audience and desired outcome of content before production begins.

2. Photography and Videography

Develop increasing capability and ownership across Brand Warrior's photography and videography requirements.

Responsibilities include:

- Assist with the planning and preparation of photography and video shoots.

- Review the approved brief, shot list, mood board, audience and required outputs before content is captured.
- Prepare equipment, products, props and other required assets in consultation with the Creative Lead and Marketing team.
- Capture content to an approved brief while identifying additional opportunities on location.
- Support efficient shoot delivery and content workflow.
- Select, edit, colour-correct and prepare final photography and video assets.
- Maintain photography, videography, lighting and audio equipment.
- Continue developing technical knowledge of cameras, lighting, audio, composition, colour and editing.
- Support drone photography and videography where capability, licensing and project requirements allow.
- Identify practical opportunities to improve Brand Warrior's content-production capability.

3. Reels and Short-Form Video

Plan and produce short-form video suited to social and digital platforms.

Responsibilities include:

- Develop Reels and video concepts from approved briefs and content plans.
- Capture footage with a clear understanding of the intended edit and final deliverables.
- Edit video using appropriate pacing, music, text, transitions and sound.
- Apply captions, titles and simple animated elements where required.
- Prepare content in the correct specifications for Instagram, Facebook, TikTok, LinkedIn, websites and advertising platforms.
- Adapt longer footage into shorter edits and multiple usable assets.
- Maintain consistency with the client's brand, tone and approved creative direction.
- Stay informed about platform changes and emerging video formats without following trends that are irrelevant to the client or strategy.

4. Graphic Design and Digital Creative

Support the production of design assets within demonstrated capability and under the direction of the Creative Lead.

Responsibilities may include:

- Create and adapt social-media assets using established brand guidelines.
- Design digital advertising, EDM graphics, website assets and presentation materials.
- Assist with simple campaign collateral and publication layouts.
- Resize and adapt approved creative across different channels and formats.
- Work within existing brand systems and apply typography, layout, hierarchy and visual consistency.
- Prepare digital and print-ready files accurately within demonstrated technical capability.
- Support broader branding, packaging, publication and campaign projects under the direction of the Creative Lead.
- Apply feedback and progressively develop stronger graphic-design capability.

Complex brand identity, packaging, major publication, print-production and specialist design work remains under the direction of the Creative Lead.

Responsibility may expand where capability has been demonstrated and formally agreed.

5. Motion Graphics and Animation

Where capability exists, contribute motion and animation to Brand Warrior's digital and campaign work.

Responsibilities may include:

- Create animated social assets, text treatments, transitions and simple motion graphics.
- Adapt static creative into video or animated formats.
- Produce motion assets for social media, digital advertising, EDMs, presentations and websites.
- Apply movement in a way that supports the communication objective rather than using animation without purpose.
- Prepare animated assets in the correct dimensions, duration and specifications for each platform.
- Develop capability across motion design, video editing, colour correction, audio and post-production.
- Work with the Creative Lead to identify where movement or animation could strengthen a campaign or piece of content.

6. Creative Collaboration

Work collaboratively across Creative and Marketing to ensure content has a clear strategic and commercial purpose.

Responsibilities include:

- Work from creative briefs developed or approved by the Creative Lead and informed by the approved marketing strategy.
- Understand why the work is being produced, who it is intended to reach and what outcome it should support.
- Work closely with the Client Marketing Lead and Marketing Assistant to understand content calendars, campaign requirements and deadlines.
- Contribute ideas during content, campaign and creative-planning sessions.
- Seek clarification where briefs, objectives, responsibilities or priorities are unclear.
- Share ideas and observations that may improve client content or creative execution.
- Collaborate across Sales, Marketing, Creative and Operations to support integrated client outcomes.
- Communicate capacity, risks and production requirements early.

7. Marketing Support

The role may include a defined allocation of marketing implementation work where this supports efficient client delivery.

This may include:

- Preparing approved content for rollout.
- Coordinating client assets and content libraries.
- Uploading or formatting approved creative within relevant platforms.
- Supporting campaign and content implementation.
- Assisting with simple website, EDM or social-media updates within demonstrated capability.
- Completing other agreed marketing-production tasks connected to the employee's creative work.

Marketing responsibilities must be documented and scheduled rather than allocated informally. The role does not own client strategy or account management unless this responsibility is formally expanded.

8. Quality Assurance and Asset Management

Take responsibility for the accuracy, organisation and quality of work before submitting it for review.

Responsibilities include:

- Complete self-review and quality checks before presenting work.
- Ensure imagery, video, audio, design files, exports and supplied assets are technically correct.
- Check spelling, names, dates, dimensions, file types and other relevant details.
- Apply approved client and Brand Warrior brand standards consistently.
- Maintain organised file naming, storage and version control.
- Save working files and final assets in the correct client locations.
- Minimise avoidable errors and repeated corrections.
- Apply feedback constructively and demonstrate continued improvement.

9. Professional Development

Develop specialist capability in content production while building broader creative knowledge.

Responsibilities include:

- Continue developing photography and videography capability.
- Strengthen video editing and post-production skills.
- Develop knowledge of composition, visual storytelling and social-first content.
- Build capability across relevant Adobe Creative Suite and content-production software.
- Develop graphic-design capability under the guidance of the Creative Lead.
- Develop motion-graphics and animation skills where relevant to the role.
- Stay informed about emerging formats, platforms, equipment, production techniques and technologies.
- Demonstrate curiosity, initiative and a willingness to learn.
- Take responsibility for applying training and feedback to client work.

Skills and Experience

Core capabilities

The successful candidate will demonstrate:

- Practical photography and videography capability.
- Experience producing and editing Reels or other short-form video.
- A strong understanding of composition, visual storytelling and social-first content.
- Confidence using relevant photography, video-editing or content-production software.
- The ability to work from a brief and connect creative output to an audience and objective.
- Strong organisation, file management and attention to detail.
- The ability to manage deadlines and communicate capacity or production issues early.
- A willingness to receive feedback and continue developing.
- A portfolio or examples of relevant content work.

Highly regarded

The following capabilities would broaden the role and may support a full-time appointment:

- Graphic-design training or demonstrated design capability.
- Experience with Adobe Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects or equivalent software.
- Motion-graphics or animation capability.
- Experience designing social, EDM, advertising, website, presentation or publication assets.
- Drone photography or videography capability and relevant accreditation.
- Experience within an agency, studio or client-service environment.
- Experience working with wine, tourism, hospitality, retail or lifestyle brands.
- A relevant qualification in design, media, photography, videography, communications or a related discipline.

Billable Expectations

The Content & Creative Assistant is primarily a client-delivery role.

Most working hours are expected to contribute directly to client projects and be billable, subject to an agreed allowance for professional development, internal planning, administration and approved marketing support.

Examples of billable work include:

- Photography and videography
- Reels and short-form video production
- Video editing and post-production
- Image editing and retouching
- Content capture and shoot preparation
- Social-media creative
- Graphic design and digital asset production
- Motion graphics and animation
- Content repurposing
- Website, EDM and advertising asset preparation
- Client asset management
- Creative revisions
- Approved marketing implementation connected to client delivery

Billable-utilisation expectations will be agreed annually and reviewed according to capability, workload, working hours and business requirements.

Time must be recorded accurately in Everhour and allocated to the appropriate client or internal project.

Success in the Role

Success is demonstrated through the production of purposeful, engaging and increasingly sophisticated creative work that strengthens client brands and supports marketing and commercial objectives.

A successful Content & Creative Assistant:

- Produces high-quality photography, video and social-first content.
- Understands the strategy and purpose behind the work being created.
- Contributes graphic-design, motion or animation capability where relevant.
- Demonstrates increasing technical confidence and creative judgement.
- Develops independence while seeking direction appropriately.
- Plans work proactively and communicates capacity early.
- Takes ownership of quality, organisation and self-review.
- Applies feedback and avoids repeated errors.

- Contributes ideas and helps solve problems rather than waiting for constant direction.
- Works collaboratively across Creative and Marketing.
- Uses time and client budgets responsibly.
- Contributes positively to Brand Warrior's culture, client outcomes and commercial performance.

Brand Warrior Way of Working

Brand Warrior operates as one integrated team across Sales, Marketing, Creative and Operations.

The Content & Creative Assistant works across the Creative and Marketing functions. Marketing defines the strategic requirements, audience, message and commercial objective; Creative determines how those requirements are expressed visually and technically.

The role is expected to work collaboratively across the agency, understand the commercial purpose of client work and contribute with curiosity, professionalism, initiative and accountability.