

Job Title: Content & Marketing Creator

Location: Johannesburg (Hybrid: Office + Remote Flexibility)

Reporting To: Chief Marketing Officer and Creative Director

Employment Type: Contract / Permanent (To Be Confirmed)

Role Purpose

The Content & Marketing Creator is a dynamic hybrid role that blends high-impact **visual storytelling, content production, and digital marketing execution**. This individual will lead end-to-end content creation, manage social media campaigns, deliver exceptional event coverage, and support client and beneficiary marketing delivery. With creative authority and strategic alignment, this role is pivotal to driving brand growth, lead generation, and community engagement for Unconventional CA and its beneficiaries.

Key Responsibilities

1. Content Creation & Creative Production

- Lead full content production process: pre-production, filming, editing, and post-production.
- Edit and deliver high-quality videos using Premiere Pro or Final Cut Pro with compelling storytelling.
- Retouch and grade images using Lightroom and Photoshop.
- Create motion graphics and animations using After Effects.
- Produce original content (video, image, carousels, short-form reels) for lead generation and storytelling across platforms.
- Maintain a strong, up-to-date content portfolio reflecting both UCA and B2B client projects.

2. Social Media Execution & Scheduling

- Manage a content calendar, scheduling and publishing at least 3 posts per week across LinkedIn, Instagram, Facebook, and TikTok.
- Use Meta Business Suite, Buffer, or Hootsuite for scheduling.
- Monitor engagement (likes, comments, shares, trends) and report performance monthly.
- Support strategic campaigns with tailored content, ensuring alignment with digital growth and lead generation goals.

3. Campaign Support & Visual Strategy

- Interpret creative briefs and deliver visually compelling assets for campaigns including UCA Hub, Fireside Chats, IgniteCon, Golf Day, and email marketing.
- Test at least 1 new visual CTA or tactic per campaign to improve conversion.

- Collaborate with internal teams to brainstorm and execute content aligned with messaging, brand tone, and KPIs.

4. Event Coverage & Asset Delivery

- Provide on-site content creation at all events (live videos, behind-the-scenes footage, interviews).
- Deliver a full gallery (50+ images) and 20 edited mini video clips within 3 days post-event.
- Submit one main edited event video within 2 weeks post-event.
- Coordinate event branding logistics (banners, signage) and submit event reports within 48 hours.

5. Client & Beneficiary Content Delivery (B2B Work)

- Execute client content and digital deliverables professionally, adhering to timelines, briefs, and quality standards.
- Communicate with clients, capture requirements, and manage approvals via ticketing/project platform.
- Submit monthly reports on all beneficiary work: deliverables, satisfaction, execution timelines.

6. Reporting, Analytics & Continuous Improvement

- Submit monthly content and social media performance reports by the 5th of each month.
- Track platform growth and engagement metrics (followers, reach, top-performing content).
- Maintain a digital content library and continuously improve workflows and turnaround efficiency.

7. Creative Innovation & Trend Integration

- Propose and contribute at least 2 original content ideas or campaign concepts quarterly.
- Integrate 1+ new trend (design style, animation, content format) into monthly outputs.
- Participate in brainstorm sessions and internal creative reviews to elevate team outputs.

Key Performance Indicators (KPIs)

Category	KPI	Target
Content Production	3 high-quality posts per week (images, videos, carousels)	Weekly
	1–2 short-form videos/reels per week	Weekly

Category	KPI	Target
	20 mini clips + 50 photos post-event	Within 3 days
	Main event video edited	Within 2 weeks
Brand Alignment & Quality	Visual alignment with brand guidelines	100%
	Number of revisions per deliverable	≤ 2
	Internal/client feedback on content quality	≥ 70% positive
Social Media & Campaigns	Posts scheduled per platform	Min 3/week
	Follower targets: LinkedIn (3,000), Facebook (3,000), Instagram (1,000)	By Dec 2025
	Monthly engagement improvement	+10% quarter-on-quarter
Client & Beneficiary Work	Client task delivery rate	95% on time
	Ticketing and reporting compliance	100% monthly
Creative Strategy	Accepted original campaign ideas	2 per quarter
	Trend integration into deliverables	1 per quarter
Reporting & Collaboration	Monthly reports submitted	By 5th of each month
	Participation in team ideation and reviews	Ongoing

Software & Tools Proficiency

- **Required:** Adobe Premiere Pro / Final Cut Pro, After Effects, Photoshop, Lightroom
- **Scheduling & Reporting Tools:** Meta Business Suite, Buffer, Hootsuite, Trello/ClickUp
- **Bonus:** Canva, Figma, Notion, or similar design/collab platforms

Skills & Attributes

- Strong creative sensibility and storytelling ability
- Advanced technical editing and design skills
- Excellent time and project management
- Strong interpersonal and client-facing skills

- Proactive, solutions-oriented, and emotionally intelligent
 - Adaptability and commitment to high-quality execution in a fast-paced environment
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Growth & Development

- Quarterly performance reviews with focus on creative development, campaign impact, and innovation
 - Opportunities for upskilling and professional development
 - Encouraged participation in trend research and brand innovation initiatives
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