

CONTENT CREATOR

Are you a creative storyteller with a passion for producing engaging digital content? We're looking for a Content Creator who can bring our brand to life through compelling visuals, videos, and written content. If you thrive in a fast-paced environment, stay ahead of digital trends, and enjoy turning ideas into impactful campaigns, this could be the perfect opportunity for you.

What You'll Do:

> Content Creation & Production

- Develop high-quality content for social media platforms, websites, blogs, and marketing campaigns.
- Create compelling visual, video, and written content that aligns with brand guidelines and marketing objectives.
- Capture high-quality photos and videos during company events, activations, product launches, site visits, and customer engagements.
- Edit videos, graphics, and images for use across digital marketing campaigns and social media platforms.
- Produce both short-form and long-form content tailored to different audiences and digital channels.

> Social Media Management

- Develop and manage content calendars in collaboration with the marketing team to ensure consistent publishing.
- Publish and optimize content across Facebook, Instagram, LinkedIn, TikTok, YouTube, X, and other relevant platforms.
- Monitor social media trends, emerging content formats, and platform updates to create timely and engaging content.
- Engage with online communities through comments, messages, and other interactions to strengthen brand presence where required.

> Brand Storytelling

- Translate company products, services, and customer experiences into compelling stories that resonate with target audiences.
- Conduct interviews with customers, employees, partners, and stakeholders to develop authentic and engaging content.
- Create customer testimonials, case studies, and success stories in collaboration with internal teams.

> Campaign Support

- Support marketing campaigns by developing campaign-specific assets including videos, reels, graphics, blogs, and email content.

- Assist with influencer collaborations and partnership campaigns by producing high-quality promotional content.

> Performance & Reporting

- Monitor content performance using analytics tools and provide recommendations to improve reach, engagement, and conversions.
- Stay informed about competitor activities and industry trends to identify new content opportunities.

What You Bring:

- **Experience:** Diploma in Marketing, Communications, Journalism, Media Studies, Graphic Design, Photography, Videography, or a related field. Experience in content creation, digital marketing, social media management, or a related role.
- **Creative Skills:** Strong copywriting, storytelling, photography, videography, and visual content creation abilities.
- **Technical Skills:** Proficiency in video editing, graphic design, and content creation tools such as Adobe Creative Suite, Canva, Cap Cut, Premiere Pro, or similar software.
- **Digital Marketing Knowledge:** Good understanding of social media platforms, content strategies, platform algorithms, SEO fundamentals, and digital marketing best practices.
- **Communication:** Excellent written and verbal communication skills with exceptional attention to detail.
- **Analytical Ability:** Ability to interpret content performance metrics and optimize content based on insights and audience behavior.
- **Initiative:** Self-driven, highly organized, and able to manage multiple projects while meeting deadlines.
- **Teamwork:** A collaborative mindset with the ability to work effectively across departments and contribute creative ideas that support business objectives.

Key Performance Indicators (KPIs):

- Deliver agreed monthly content output, including videos, graphics, blogs, reels, photography, and other digital assets.
- Drive consistent growth in social media engagement across all key platforms.
- Contribute to lead generation through high-performing content that supports marketing campaigns.
- Maintain exceptional content quality while ensuring consistency with brand guidelines and messaging.
- Grow digital audiences and improve reach, impressions, and follower acquisition across social media channels.
- Achieve agreed content performance targets, including engagement, click-through rates, conversions, and other campaign objectives.



Why Join Us?

Be part of a dynamic and innovative organization where creativity is valued and ideas come to life. Work alongside a passionate marketing team, contribute to exciting campaigns, and help shape a growing brand's digital presence. Enjoy opportunities for professional growth, continuous learning, and the chance to make a meaningful impact. Apply now and let your creativity inspire success.

Apply Here: careers@spaceandstyle.co.ke