

Content Creator
Ignite Group of Brands
Direct Report: Brand Marketing Director

Job Overview:

We are looking for a Content Creator to conceptualize, create, and publish various types of content for Ignite Group of Brands' social media posts, websites, and other marketing touchpoints.

The Content Creator for Ignite Group of Brands needs to be highly proficient with all things photography, videography, graphic design, and other forms of multimedia content. Position responsibilities include producing compelling and on-brand marketing content (photos, videos, and graphic designs) to advertise our various brands, establishments, and products, and working in tandem with our Marketing Department to implement successful campaigns through social media and other channels. To be successful in this role, you should have experience with digital content creation and publishing, and generating traffic and leads that drive new business. Please share samples of your work (portfolio or links to published articles) along with your application.

Ultimately, this role will help us reach our target audience by delivering useful, appealing, and unique photos, videos, and designed content about our company and establishment-specific products.

Responsibilities:

- Conceptualize and create compelling photo, video, and other multimedia content that effectively represents Ignite Group of Brands and its various establishments
- Post and promote content on social networks and monitor engagement (e.g. comments and messages)
- Identify customers' needs and recommend new initiatives/approaches
- Coordinate with the marketing team to execute effective content strategy and promotional/advertising campaigns
- Research industry-related topics to inform personal approach and workflow
- Prepare well-structured drafts using digital publishing platforms
- Create and distribute marketing copy to advertise our company and products
- Interview industry professionals and incorporate their views in blog posts
- Edit and proofread written pieces before publication
- Conduct keyword research and use SEO guidelines to optimize content
- Measure web traffic to content (e.g. conversion and bounce rates)
- Update our websites and touchpoints with content as needed

Requirements:

- Proven work experience as a Content Creator or similar role
- Strong portfolio recommended
- Local to Kitchener-Waterloo, or a willingness to relocate if needed
- Mode of transportation, ability to be on-site at our various restaurants and establishments throughout Waterloo Region

- Proficient in Adobe Creative Suite (specifically Photoshop, Lightroom, Premiere, After Effects, Illustrator, and InDesign)
- Excellent writing and editing skills in English
- An ability to fact-check long-form content pieces
- Strong time-management skills
- Familiarity with SEO
- A degree or certification in relation to the role is considered an asset, but not a requirement