

JOB TITLE: Content Creator

DEADLINE FOR APPLICATIONS: August 7th 2023

INTERVIEW DATES: Week of August 14th 2023

APPLICATION LINK:

<https://www.cognitoforms.com/TSCKENTLTD/TSCGeneralStaffApplicationForm>

START DATE: September 2023

We are a sports coaching company who works throughout the East Kent area in schools and the community. We currently have a heavy focus on football which is important to us, but we also need to increase our reach into other sports and improve the awareness of our involvement in other sports.

1. Purpose of Post

We require a content creator to manage our social media channels which will involve designing, creating and implementing a variety of campaigns across our social media channels. Our channels include Youtube, Facebook, Instagram, Tik Tok, Twitter, and LinkedIn. The candidate will work alongside management to design our overall marketing and social strategy to develop media so that it engages our audience and captures our brand.

A significant part of this role will involve being at our coaching sessions to gather content that can be used across our social media channels, so experience in gathering as well as editing content is important.

2. Key Areas

Work alongside management to devise marketing campaigns through our social media channels.

To create content plans and schedule the gathering of content.

Create content for all social media channels with a variety of types of post that will engage the audience.

To create videos for our social media channels from a variety of our coaching sessions.

To create videos of coaching sessions for our social channels.

Create descriptions and written content to accompany visual posts.

To schedule posts on various channels to ensure that we regularly engage with our audience.

To increase our social media audience on all channels.

To monitor and evaluate impact of our social media content and produce reports to demonstrate the impact of the marketing campaigns.

To implement marketing campaigns in line with the company strategy.

To provide your own transport to and from TSC sessions

To be committed to continuous professional development relevant to the post and personal training needs supporting future career advancement.

To agree to abide by all of TSCs codes of conduct and rules

To undertake other duties and responsibilities as required from time to time to ensure the successful running of TSC

To be prepared to regularly carry out work during evening and weekend periods.

To meet deadlines and complete Content Creator Level 3 Apprenticeship.

3. Responsible To

Responsible to the Franchise Manager.

4. Other Areas

As the post involves working with children and young people, the post holder will be required to undergo an enhanced Criminal Records Bureau Check.

It will be beneficial if the apprentice has access to their own vehicle due to the nature of our company working at different locations.

We currently have equipment to gather content such as video cameras etc.

5. If you have any questions

If you have any questions or would like to discuss this role further please email seb@tscoaching.co.uk