



CONTENT CREATOR

Video, Photography, Digital, Social Media

ROLE

This role requires strategic, planning, creation and design editing skills. As part of the marketing team, you'll be responsible for the visual identity and visual content creation of the brand. With a focus on photography and videography, you'll enhance the brand experience across all channels, with a focus on digital and online campaigns.

You must have excellent communication skills, with the ability to create, plan and prioritise, be flexible, be self-motivated, multi-task, and be adaptable. A positive, strategic and problem-solving attitude, enthusiasm, and the ability to drive creativity and top of the range visual content are all essential for this role.

Within this role you will also support the overall strategic focus of the digital platforms, all its visuals, videography, copywriting, and campaign content. You will also work closely with the marketing team on all digital and social media content and the strategy around it. You are extremely passionate about your career, and frankly, you have the 'X' factor!

RESPONSIBILITIES

- Photography and videography of experiential, social media and event activations
- Work collaboratively with other team members to ensure a consistent and integrated brand perception across all visual identities
- Work alongside the marketing team to create content calendars and execute overall visual brand strategy across all platforms
- Work with marketing team on content for website, social media, and all required ATL and BTL material following the brand tone and guidelines
- Manage your shoots from top to bottom from location scouting all the way to final product, including post production and editing of all photography and videography
- Plan and organise external photography and videography resources where needed
- Assist in Graphic Design projects where needed

REQUIREMENTS

- Team player with an ability to work well under pressure
- Creative thinker, articulate and persuasive, with a serious eye for detail
- Ability to take criticism and learn and grow within the role
- Able to deliver high quality video, photography and design
- Ability to multitask several creative projects at once and work in a fast paced environment
- Experience in designing brand content for web, desktop and mobile
- Able to communicate operational initiatives and outcomes to a broad range of stakeholder groups
- All post production and editing of video and photography



- Understand and be highly equipped with knowledge of all social channels ie. Instagram (Stories, reels, wall post, carousels etc), Facebook, Youtube LinkedIn, etc
- Understand how to create growth strategies for all above platforms and report back with observation and analytics on campaign performances
- Good, creative and confident writer, with high attention to detail in spelling and punctuation
- Highly proficient in Adobe Photoshop, Illustrator, InDesign After Effects and Premier Pro
- Degree (or similar) in Videography, photography or equivalent experience in the creative or graphic design field.

NITTY GRITTY

- Must own camera and video equipment (insurance provided)
- Must be Mac proficient and have their own machine (a work Mac will still be provided)
- Must have own transport and valid driver's licence
- Must be able to work outside regular office hours when required
- Must have good internet at home for after hours
- Must live in Cape Town or surrounds

We're an equal opportunity employer and invite applications from candidates from all backgrounds, race, colour, religion, sex, sexual orientation, national origin, gender identity, age, disability or any other characteristic. We take pride in celebrating our unique craft brew.

Should you meet the requirements for this position, please email your cover letter and CV to careers@jackblackbeer.com. Please be sure to include links to your portfolio and social media handles if applicable.

Unfortunately due to the number of applications we receive, we're not able to respond personally to every applicant. If you haven't been contacted 14 days after your submission, please consider your application unsuccessful.