

THE FULLERTON

HOTELS AND RESORTS

Content Creator

The Fullerton Hotel Sydney

JOB RESPONSIBILITIES

- Shooting and editing videos with the end result in mind (Shoot to Edit). Editing is done both in Premiere Pro as well as using more 'on the fly' apps such as Capcut or in-platform
- Develop and execute a content strategy for social media channels, including Facebook, Instagram, and LinkedIn, aligned with organizational goals and target audience
- Monitor social media trends, audience preferences, and platform algorithms to optimise content performance and engagement
- Engage with followers and respond to comments, messages, and inquiries in a timely and professional manner
- Develop storyboards, shoot production schedules and oversee content production for more long-form content
- Manage your weekly production schedule to include a range of content themes that drive our brand values and hit KPIs
- Stay updated on emerging digital and social media trends, identifying fresh content ideas and opportunities

JOB REQUIREMENTS

- Prior experience in videography, editing and social media content creation is essential
- Adobe Premiere skills are highly preferred
- An eye for good aesthetics, lighting, shot composition and use of colour and graphics
- Proven track record in developing social media content across channels such as Instagram, Facebook, LinkedIn and YouTube
- Experience working with social calendars, scheduling and analytics tools
- Ability to follow and execute briefs, and happy working both independently and collaboratively to achieve goals and targets
- Ability to meet quick turnaround times and tight deadlines, prioritise projects and communicate progress with management
- A self-starter and comfortable with using current and emerging digital technology
- Intermediate level of graphic design knowledge

To apply for the above position, please send your full resume to fsy.talent@fullertonhotels.com