

Content Creator Position Description



Position Title:	Content Creator		
Reports to:	Senior Content Producer		
Direct Reports:	Nill		
Financial Delegations:	Nill		
Division:	Signet	Dept:	Marketing
Location:	Brisbane	Creation Date:	1/11/21

Company Overview

Brief summary of company:

Signet is always the best place to look for packaging, safety and cleaning supplies. As a company we are passionate about providing the best service both internally and externally, and this is a key point of difference for Signet in the marketplace. We are passionate about Operational Excellence and have set ourselves a goal to be the world's best at Direct and Database Marketing. Ultimately, we will deliver to our customers an Unmatched Low-Cost Customer Service Experience - Always.

Our brand promise is to be - Always in stock. Always on time. Always reliable.

Mission Statement: To be the first-place industry looks for their packaging and safety supplies – always.

Group Core Values: Honour; Ownership and Commitment; Change for Strength; Diligence

Position Overview & Organisational Requirements

Position Summary

This role involves managing and coordinating content projects within Signet's marketing department, including planning, shooting, and editing photography and videography in line with Signet's content strategy. As part of Signet's content team, you will be given the autonomy to develop concepts and create high-quality product videos and photography within this role.

Organisational Requirements

- All positions within the Winson Group will always support the achievement of our Mission.
- When dealing with our colleagues, customers and the community, all employees are required to act in accordance with the company's stated values and behaviours, customs and practices.
- Employees are always required to comply with all relevant legislation, laws, regulations, standards, codes and the Group's policies and procedures.
- Employees are required to take reasonable care of their own health and safety and the health and safety of other people, including people working under their supervision or direction, in accordance with the Workplace Health and Safety Legislation relevant to each state.

Service is priority number one at Signet. And always will be.

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- ➔ Employees have the right to refuse to carry out or stop unsafe work, if there is a reasonable concern that the work will expose a serious risk to health and safety from an immediate or imminent hazard. If work is stopped because it is unsafe, management must be advised as soon as possible. Whilst the matter is being resolved alternative work is to be carried out, including doing other tasks trained or able to do.
- ➔ Display behaviours consistent with the Great Safety Behaviours Matrix.

Key Responsibilities

Filming & Editing

- ➔ Manage the end-to-end process of creating content from conceptualisation, planning, shooting, editing, SRT files, music, graphics and publishing.
- ➔ Create and deliver engaging content in line with our content schedule. Content types required includes photography, videography, GIFs and stop motion videos, motion graphics.

Photography

- ➔ Regularly plan weekly product photography shoots as per the content photography plan.
- ➔ Capture and edit product photography for website, catalogue, and social media platforms.

Content Creation & Syndication

- ➔ Facilitate the execution of Signet content as per the content and brand plan under the direction of the Senior Content Producer.
- ➔ Work closely with external partners and agencies to develop content across multiple formats, including sponsorship, video and written.
- ➔ Ensure content is approved internally and by customers where relevant.
- ➔ Management of video and photography content for the DAM
- ➔ Assist the content team in creation of digital content assets and content/blog builds.

General

- ➔ Develop and maintain an understanding of product, production and industry knowledge.
- ➔ Display behaviors consistent with the stated Winson Values.
- ➔ Contribute to marketing planning activities.
- ➔ Communicate and participate in weekly work-in-progress (WIP) marketing meetings.

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Key Competencies/Experience

Key Competencies

- Highly proficient in using the Adobe Suite, in particular Adobe Premiere Pro, After Effects and Lightroom
- Intermediate knowledge of Photoshop, Illustrator and InDesign
- Intermediate product photography skills
- Demonstrated ability to manage stakeholders at all levels, including internal and external customers and suppliers.
- Ability to utilise time management skills to complete tasks on time and to a high standard.
- Sound interpersonal, oral and written communication skills to facilitate communication with internal and external stakeholders.
- Demonstrated ability to work effectively under pressure, handle competing priorities, meet deadlines and manage activities through to completion.
- Demonstrated ability in using the Microsoft products office-suite.

Experience

- Minimum 2 years experience in video editing/filming

Key Performance Indicators

- Successful management of product video and photography from conceptualization, planning, shooting, editing, graphics and publishing.
- Successfully completing all video and photography projects assigned, on time and within allocated budget.
- Ensure product information displayed in content is accurate and current.
- Maintain quality, accuracy, and integrity of content projects.
- Assist content team in creating high-quality digital assets and blog/content builds.

Qualifications

- Tertiary qualifications in fine arts or creative industries – specializing in film, screen and new media is highly regarded.

Mandatory Criteria

- Driver's license.

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Specific Requirements of the Position

- Ability to attend out-of-hours industry functions.
- Ability to attend weekend sales/marketing conferences.

Key Stakeholders

Internal

- Senior Content Producer
- Head of Digital & Direct Marketing
- General Manager – Sales & Marketing
- Head of Growth Strategy
- Digital Marketing Manager
- Marketing Team
- Graphic Designer

External

- Filmmakers & Photographers
 - Animators
 - Advertising and Production Agencies
 - Graphic Designer
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Authorisation

Please sign to confirm that this Position Description has been discussed by both parties.

Employee Name & Signature

Date

Manager Name & Signature

Date

Date	Reviewed By	Comment
1/11/21	A Mavrick	New template & PD

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