**Job Title:** Content Executive

**Location:** Hybrid (3 days in **phs** Caerphilly office, 2 days at home)

**Reports To:** Content Lead

**Job Summary**

We are looking for a creative and commercially minded Content Executive to join our award winning marketing department. This role will be responsible for undertaking photography and videography to support marketing activity, as well as optimising and posting this content on social media. It will involve the creation of high-quality visual content for social media, websites, marketing campaigns, new product launches, and customer case studies.

This role involves working closely with the wider marketing team and key internal stakeholders to create a wide range of visual content that helps achieve business objectives. Therefore, occasional travel to other **phs** sites in the UK, as well as visits to customer premises will be required.

Photography equipment will be provided.

**Key Responsibilities**

* To organise, direct, shoot, and edit high-quality photo and video content to support marketing activity.
* Manage photography and videography projects from start to finish, creating storyboards, undertaking filming, and post-production editing.
* Plan, create, and post content on YouTube, LinkedIn, Instagram, and Facebook, ensuring alignment with brand positioning and marketing strategy.
* Create engaging digital content for websites and marketing campaign emails, helping to drive engagement and generate sales leads.
* Meeting with internal stakeholders to discuss content requirements, then researching and creating suitable imagery and video collateral.
* Collaborate with other departments and key business stakeholders to align content creation with strategic goals.

**Essential criteria**

* Demonstrable experience of undertaking photography and videography via a portfolio of previous work.
* Experience of developing content for social media and managing social media accounts.
* Can use a range of technical equipment, including cameras, lenses, lighting setups and editing software, including Adobe Photoshop and Premiere Pro.
* Ability to shoot and edit high quality images and videos, with excellent attention to detail.
* A confident communicator with good interpersonal skills who can organise and direct photoshoots.
* Proactive with generating ideas and sourcing internal opportunities, with an interest in keeping up to date with industry trends.
* Capable of planning, organising, and prioritising own workload.
* Full drivers’ licence, and comfortable with independent travel.

**Desirable criteria**

* A relevant qualification.
* Experience working in a marketing department.
* Previous experience of using Social Media platforms, such as Hootsuite.