



POSITION DESCRIPTION

Content Creator

Context

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| Our purpose | To design and manufacture the best aluminium chambered boats in the world for safety, strength and ride, bar none. |
| Position Purpose | To create engaging and authentic content to be rolled out over Stabicraft's multiple marketing channels. This includes responsibility for all of our Social channels and ensuring our band of hard-core followers are entertained and engaged. |
| Key Relationships | Responsible to: Global Sales and Digital Marketing Manager Responsible for: N/A |

What the position involves (accountabilities)

Job Specific

Content Creation

Create engaging content through various mediums including text, images and video, ensuring:

- Stabicraft's key messaging is communicated and consistent in line with our marketing strategy.
- Content is relevant and engaging for the target market/s.
- Content is compliant with the copyright and data protection laws
- Content is well edited and subject to peer reviews.
- Content is in line with overall marketing and content strategy

Social Media

Responsible for the management of Stabicraft's multiple social media platforms

- Create content using established processes and guidelines for all Stabicraft social media platforms

- Use the calendar and sign off system for social content scheduling
- Review customer comments on all platforms and respond using specific guidelines provided
- Manage and report on metrics for each platform providing insight and areas for improvement

Public Relations

In alignment with the Marketing Managers and Marketing Strategy for communication, create PR content where required

- Write and execute process for PR management with a global focus
- Expand current database of media contacts
- Align PR content to brand, digital and content strategies

Health and Safety

Comply with all workplace health and safety obligations by meeting the requirements of the Health and Safety at Work Act 2015. This includes:

Take reasonable care for your own health and safety and the health and safety of your work mates.

Take reasonable care that your acts (or omissions) do not adversely affect the health and safety of others.

Cooperate with any reasonable policies or procedures Stabicraft has in place including wearing any necessary PPE and clothing.

Report any potential or actual risks, injuries, work related illnesses and incidents (including near misses).

Other Duties

Exhibit a positive attitude and be a respectful and contributing member of the Stabicraft team.

Actively communicate with your leader and workmates.

Maintain a professional image when representing Stabicraft with customers, suppliers and dealers.

Any other duties as may be required.

What you bring

Knowledge and experience

- Previous experience in content creation and social media management
- Experience in quality video production (including editing) and still creation
- The ability to clearly and effectively communicate brand messages through content creation.
- A great can-do and problem solving attitude.
- A love for adventure and the outdoors!