



Intermediate Content Creator Position Available

Overview:

As a content creator, it is your responsibility to create content for a variety of mediums. Working with the creative and social team, you will create content that includes but is not limited to videos and imagery with the objective of audience engagement. You must ensure that, where necessary, all the material you present is factually correct and in keeping with the codes of advertising practices. You will work on a multitude of projects for various brands.

Key Responsibilities:

- create social posts for FB, IG, etc.
- filming & edit short format videos with Premiere
- photography. we're not looking for Canada's top photographer, but you enjoy shooting, can put together a nice composition, and know a thing or two about lighting
- graphic design - proficient in Adobe Illustrator, InDesign and Photoshop, and possess the chops to design infographics and more
- animate gifs - nothing over the top... just breathe life into an image, giving it more presence online or in social
- art direction - conceptual thinking of ideas and designing social posts, POS, etc
- light animation/motion graphics - again, we're not looking for a hardcore animator, but in cutting a video together, you can make the type and logos come to life
- writing - not absolutely essential for this role, but if you can write a witty headline or copy for social posts, it will definitely bring you to the top of the list!

