

## **Content Creation Team - Job Description**

**Position Title:** *Content Creator*

**Department:** *Outreach Committee, ResQ Global Foundation*

**Reports To:** *Outreach Committee Director(s) & Associate Director(s)*

### **Role Summary**

The Content Creator will be responsible for developing engaging multimedia content for ResQ Global's various digital platforms. This includes writing articles, creating social media graphics, producing short videos for platforms like TikTok, and generating blog posts that align with the organization's mission to promote animal welfare and environmental conservation. Content Creators will collaborate with the Public Relations team to ensure alignment in messaging.

### **Key Responsibilities:**

- **Content Production:** Develop high-quality written and visual content for social media, the ResQ Global blog, and other digital platforms.
- **Video Creation:** Produce short-form videos for platforms like TikTok and Instagram Reels that highlight the organization's work, events, and impact stories.
- **Graphic Design:** Create eye-catching graphics for social media posts, newsletters, and promotional materials.
- **Content Planning:** Work closely with the Public Relations team to establish a content calendar that aligns with upcoming events and outreach initiatives.
- **SEO Optimization:** Optimize written content for search engines to increase visibility.
- **Trend Analysis:** Stay updated on social media trends and best practices to ensure content is fresh, relevant, and engaging.

### **Requirements:**

- **Education:** Majors in Creative Writing, English, Digital Media, Film Studies, Graphic Design, or related fields.
- **Skills:** Proficiency in content creation tools (e.g., Adobe Creative Suite, Canva), strong storytelling abilities, video editing experience, and understanding of SEO practices.
- **Experience:** Previous experience in content creation, blogging, or digital marketing is a plus.