

ELITE GROUP RECRUITMENT | JANUARY 2022

DIGITAL CONTENT CREATOR

ROLE PROFILE



ABOUT THE ROLE

JOB TITLE

Digital Content Creator

JOB LEVEL

Team Member

REPORTS TO

Head of Digital

LOCATION

Douglas, Isle of Man

SALARY

Competitive -
Depending on
Experience

THE ROLE

As a Digital Content Creator, your main duties are to:

- Create visually attractive content (Video, Graphics and copy) for all brands operated by Elite Comms Group. This will mainly include digital content touch points to create impressive brand activations online. These should be original and provide value to the intended audience. Visual content will adhere to in-house style and guidelines. Since these vary between brands – and between distinct brand audiences (for example, B2B and B2C audiences) – it's important that you can create content in a variety of styles.
- Plan, shoot and edit video content.
- Create and adapt content in a suitable way to meet the requirements of individual social media channels and websites
- Maintain and update existing video content to ensure ongoing compliance
- Take briefs from internal teams to help deliver our integrated digital PR plans
- Web knowledge is needed to facilitate posting produced videos to various digital channels
- Produce differing types of video, including talking heads, testimonials, executive interviews, "how to" product demos, announcements, etc.
- A small part of your role will be to write, edit and proofread written pieces before publication when required.



If you enjoy a fast-paced and dynamic working environment with opportunities to gain new skills, confidence and industry-specific knowledge, this role may well be the perfect fit for you.



DAVID GABBITAS
HEAD OF DIGITAL

DUTIES & RESPONSIBILITIES



Reporting to the Head of Digital, the key activities and responsibilities of the role are as follows:

ACTIVITIES

- Working closely with Head of Digital, you will ensure that all digital content is created in-line with the overarching digital strategy – including that the appropriate keywords and demographics targeted.
- You will conduct extensive research in order to create original, valuable digital content.
- Following design direction provided by Marketing Managers to develop compelling, strategically sound design solutions in-line with the overarching marketing strategy
- The successful Digital Content Creator will have experience creating and delivering content across multiple channels whilst exemplifying brand guidelines
- Forging and executing exciting digital ideas, including new digital ways to communicate to customers
- Collaborating across the business to drive up standards of digital creativity
- Capable of executing creative work within an established brand system of assets and templates
- Continually improve content performance – both in terms of search engine rankings and social media engagement
- Work with copywriter and digital colleagues to ensure that visual content is contributing to each brand's digital presence in an effective, impactful way
- Create meaningful connections with relevant target audiences by delivering regular, tailored and valuable visual content
- Work well within the team by providing insights, contributions and feedback regarding ongoing digital marketing strategies
- Understand and operate in accordance with various content marketing strategies –for example, creating content suitable for “pyramid” distribution
- Maintain and organise media library
- Work on multiple projects at once whilst consistently adhering to tight milestones
- Work with colleagues in design and digital to ensure that digital content is contributing to each brand's digital presence in an effective, impactful way.



WHAT WE'RE LOOKING FOR

The person specification, skills, knowledge and competencies required for the role are as follows:

ESSENTIAL

- Working knowledge of Adobe Creative Suite, including InDesign, Illustrator and Photoshop, Adobe Premiere, Adobe After Effects
- Able to shoot and edit videos to a high standard
- Degree level or marketing related qualification or relevant experience
- Knowledge and passion for creating visual content to attract potential customers
- Creative ability to devise and deliver compelling campaigns
- You'll be creative and have no problem with expressing ideas and concepts
- You'll be able to prioritise work effectively, and deliver high quality work to deadlines
- Creative ability to devise and deliver compelling campaigns
- An exceptional grasp of grammar and the English language

DESIRABLE

- 1-2 years' experience in a similar role
- Previous experience working in – and understanding of – marketing, brand and communications



ABOUT US

As a leading technology provider, we help businesses to embrace technology through the delivery and management of IT and communications services.

Our team works together to deliver outstanding customer service and our customers inspire and drive us to look for new ways to keep their business seamlessly connected.

We are proud to have over 200 talented, and highly-skilled employees, but we are on the lookout for even more talent. Fearless leaders, innovators, change makers, and enthusiasm—these are the qualities we're looking for. If you have what it takes, why not come and join the Elite Group team.

“*We know that any business is only as good as its people. We've recognised that from the very beginning, and we will always put the wellbeing of our people above everything else.*”

ELITE GROUP

OUR PLEDGE

Here at Elite, we always welcome individuality. We guarantee that your differences will be valued and encouraged, because after all, that's what makes us a better Elite. From diversity to creativity, we nurture every form of talent no matter your race, gender, age, religion, identity or experience. Our recruitment process ensures diversity and inclusion are more than just words, they are our guiding principles.



OUR VIRTUES

THINK CUSTOMER

1. Demonstrate the drive and ambition to continuously exceed customer expectations.
2. Provide the best customer service and gain feedback on customer experiences.
3. Develop and maintain a firm understanding of the customer journey with Elite, taking into account knowledge of products, services and Elite's unique selling point.

THINK IMPROVEMENT

1. Challenge business norms and continuously look to improve our processes and procedures with customer experience in mind.
2. Actively contribute to the development of processes and procedures by supporting and adapting to change and voicing innovative ideas.
3. Ability to use your initiative and take ownership in relation to problem solving.

THINK AHEAD

1. Demonstrate a prepared and organised approach to a wide range of tasks, meeting deadlines and working unsupervised.
2. Prioritise customers' needs paying particular attention to the wider impact of actions on both the customer and other areas of the business.
3. Exhibit a proactive as opposed to reactive approach to tasks.

THINK COMMUNICATION

1. Ability to effectively distribute complex technical information to customers or relevant departments in a simple and accurate manner.
2. Demonstrating face to face communication skills and the confidence to challenge where appropriate.
3. Be open and transparent in relation to goals and deliverables both internally and externally.

THINK TEAMWORK

1. Ensuring a quality and unique customer experience and journey by working as one team with Elite's goals in mind.
2. Support colleagues by sharing best practice and knowledge to ensure team over individual success.
3. Support our 'One Elite' vision by removing communication and skill barriers between departments and contribute to the overall success of the business.

APPLY NOW

DIGITAL CONTENT CREATOR

www.elitegroup.im/careers

elitegroup

TECHNOLOGY | COMMUNICATIONS | SERVICES