



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Content Creator</b>
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Global Marketing
<b>Location</b>	TBC
<b>Team Leader</b>	Head of Content Factory
<b>Team Members</b>	TBC
<b>Job Level</b>	4A
<b>Role Purpose</b> Hands on role, ideating, consulting and delivering disruptive video and still content for <BRAND>. Required to tap into occasions, trends, brand strategies to meet output KPI'S and drive brilliance across our channels. This role will have in-depth knowledge of Meta and YouTube platform content requirements and the ability to analyse performance to better inform future content creation for <BRAND>.	
<b>Accountabilities</b>  Key team member in building the in -house videography unit to shoot digital video and stills content, focused on fast turnarounds and creative impact <ul style="list-style-type: none"><li>• Work collaboratively with content unit and across brand teams on briefs, bringing ideation expertise to improve and strengthen requests.</li><li>• Complete shoots and preparation including styling, locations and equipment necessary in order to create content needed by the teams</li><li>• Edit and animate the raw footage into content formats to provide to the brand teams to be able to utilize across social and digital media opportunities</li><li>• Establish and develop strong understanding of fit for channel requirements for Meta and YouTube and ensure knowledge is continually updated through analysis and learning</li><li>• Continuously propose new creative content ideas &amp; channels to test – staying on the pulse of what’s cutting through the clutter in the digital ecosystem.</li><li>• Propose partnership / advocacy collaboration opportunities in service of breakthrough creative content.</li><li>• Measure engagement &amp; effectiveness of content, feeding learnings into new content creation ideas.</li></ul>	
<b>Created by:</b>	Sophie More
<b>Creation Date:</b>	



INDEPENDENT FAMILY  
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<b>HRBP:</b>	
<b>Date of last revision:</b>	