



Content Creation Specialist Position Description

Position Title:	Content Creation Specialist
Employment Status:	Full-Time
Location:	82 Abbotsford Rd, Bowen Hills Q 4006
Brand/Department:	Coffee Commune
Business Unit:	People, Partnership and Brand
Reports To:	Brand & Marketing Manager
Date Position Last Updated:	April 2024

Purpose of Role

As a key member of our creative team, the Content Creator will be responsible for producing visually stunning and engaging content that aligns with the brand's identity and marketing objectives. This role encompasses advanced graphic design, professional video editing, strategic content creation, and efficient project management. The Content Creator will collaborate closely with cross-functional teams to deliver high-quality visuals across various platforms, ensuring our brand message resonates with our target audience and drives engagement.

Part A: Key Accountabilities / Responsibilities

1. Advanced Graphic Design:	<ul style="list-style-type: none">• Create visually compelling graphics that align with the brand's visual style and messaging.• Designing a wide range of branded content for the website, customer emails, web banners, social media graphics and print graphics• Conceptualising and designing short-form video content for email templates and social media graphics• Ensuring content is accurate and engaging• Work closely with the marketing team to conceptualise and execute design ideas that effectively communicate brand messages.• Deliver unique creative with the latest design trends and techniques.
2. Professional Video Editing:	<ul style="list-style-type: none">• Produce high-quality promotional and behind-the-scenes (BTS) videos.• Edit video content using advanced features of Adobe Suite, ensuring a high level of production value.• Collaborate with the team to storyboard, script, and execute video projects.• Manage the post-production process including colour correction, sound design, and final editing.



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3. Strategic Content Creation:	<ul style="list-style-type: none"> • Develop a content calendar in alignment with each of the company's BU marketing strategies. • Ensure that all visual content supports the brand's objectives and speaks to the target audience. • Analyse content performance and make adjustments to strategies as needed. • Think outside the box and use creative and innovative ways to drive relevant key messages and add value to our community. • Create content that tells a story to drive emotional engagement within our community.
4. Project Management	<ul style="list-style-type: none"> • Utilise Microsoft Cloud to organise, track, and manage content projects from conception to delivery. • Collaborate with cross-functional teams to ensure that all content meets quality standards and deadlines. • Actively participate in team meetings and brainstorming sessions to contribute creative ideas.

Part B: Key Deliverables

SOCIAL MEDIA

- Social Media – 8 weekly content plan
- Social Media - Captions, across all platforms. Approx 10-12 posts/week
- Partner Spotlights 2 each month
- Member Profile – 2 to 4 each month
- New Member Shoutout – 12 each month
- e-DM: Members; Green Beans, Roasted Beans – each monthly
- Content 'bible' – across BU, our statements/quotes/messaging
- Subscription model – updated messaging

VIDEO EDITING

- Event footage - 3 each month (for Event 'wrap up eDM + socials)
- Partner Q&A Interviews - 2 each month
- Partner/Member Testimonials 1-2 each month






GRAPHIC DESIGN

- Partner / Member Spotlight tiles
- Website product images
- Website banners
- Event tiles
- Event/Workshop handbook
- Membership handbook
- Google Reviews
- Product (lead gen) Private Collection, etc.
- Product packaging (incl branded mockups for clients)
- Seasonal offer/days
- What's coming up at the Commune?
- Client proposals
- Cafe Menu
- Product promotions
- Guest Roaster



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- Graphics for monthly eCOM eDM
- Updated Icons for website / socials / app
- Subscription – rebrand (packaging, socials)

Part C: Values and Behaviours	
	Care: We show care to our co-workers by welcoming and encouraging new ideas and working collaboratively towards the same goals.
	Growth: We promote growth for our employees and members, our success is dependent upon the contributions of all our team members.
	Community: We create inclusive communities through coffee. We work together as a community to share our message and vision.
	Learning: We foster an environment of teaching and learning so we can be the best we can be.
	Inspire: We inspire others by setting and achieving ambitious goals. We celebrate and recognise each other's successes and achievements to inspire others in our community.

Part D: Employment Criteria		
	Required	Desired
Qualifications:	Bachelor's Degree, Certificate or Diploma in graphic design, Visual Arts, Digital Media or a related field	Bachelor's Degree in Communications, Marketing, or Digital Media
Competencies (Experience, skills & knowledge):	<ul style="list-style-type: none"> • 2-4 years of proven experience working in graphic design and video editing. • Expertise in Adobe Creative Suite, particularly Photoshop, Illustrator, Premiere Pro, and After Effects. • Strong portfolio demonstrating a wide range of design and video projects. • Excellent understanding of design principles, typography, and color theory. • Experience in managing multiple projects simultaneously in a deadline-driven environment. • Strong communication skills and ability to work collaboratively with a team. 	<ul style="list-style-type: none"> • Previous experience working in a Food & Beverage environment. • Understanding of coffee from crop to cup • Copy writing skills



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	<ul style="list-style-type: none"> • Creative thinker with an ability to translate ideas into engaging visual content. • Highly organized, moving quickly to execute • Exceptional communication skills and proficiency in English • Ability to work under pressure and meet deadlines • Initiative to problem solve proactively • Very strong attention to detail 	
	<ul style="list-style-type: none"> • Expertise in Adobe Creative Suite, particularly Photoshop, Illustrator, Premiere Pro, and After Effects. • Microsoft Cloud 	
Key Stakeholders	Internal	External
	<ul style="list-style-type: none"> • Leadership team • People Partnership & Brand • ICT team • Coffee Alliance Team • Production and Operations team • Café and kitchen team • Administration Team • Finance Team 	<ul style="list-style-type: none"> • Customers & Suppliers of ICT, Coffee Alliance & Coffee Commune • Coffee Commune Members and Partners • Systems Consultants • Brand Specialist Consultants • Social Media Followers & stakeholders • General Public