

Social Content Producer

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Phone :

Web :



Job Summary

Vacancy :

Deadline : Apr 04, 2025

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Employment Status : Full Time

Experience : Any

Salary : £40k +

Gender : Any

Career Level : Mid Level

Qualification :

Job Description

The Role

An award-winning, independent, integrated PR and social agency, known as a GREAT place to work, is looking for a skilled Social Content Producer to lead social media content creation for its growing roster of clients.

Working closely with the Social Account Director and overseeing a Social Executive, this role involves producing engaging content across platforms such as Instagram, TikTok, Facebook, and LinkedIn. You'll be responsible for the entire content production process, from initial concepts to the final execution of high-quality visuals, video, and copy, ensuring everything aligns with client goals and brand voice.

This role is a blend of hands-on production work and creative input, requiring you to stay on top of social media trends and deliver content that connects with audiences and keeps clients' brands relevant. You will be expected to manage the workflow efficiently, maintain quality across all outputs, and produce engaging, on-brand content that resonates with target audiences.

Key Responsibilities

- Social Media Content Creation: Concept, develop and produce innovative content for key social channels, including videos, animations, and graphic designs.
- Social Content Planning: Concepting and building out content calendars in collaboration with a Social Media Manager
- Production Management: Oversee all stages of content production, ensuring smooth workflow and delivery of high-quality outputs on time and within budget.
- Copywriting (nice to have skill): Write engaging and effective copy and captions tailored to different platforms that enhance the storytelling and brand voice.
- Reactive Content: Monitor social trends and develop timely content that aligns with current conversations, allowing clients to participate in relevant moments.
- Collaboration: Work closely with creative and social teams to ensure a consistent and cohesive content strategy that supports campaign goals.
- Quality Control: Maintain high production standards and ensure that all content is thoroughly reviewed and aligned with client objectives.
- Video & Design: Capture and edit video content using DSLR cameras and smartphones, and work with design tools like Premiere Pro, Photoshop, and Canva to create high-quality visuals.

The Ideal Candidate

The agency is looking for someone with a solid background in social media content production, ideally with experience in creating content for consumer-facing brands in the food, drink, entertainment, or FMCG sectors. You will have a hands-on approach to content creation, with experience in both video production and graphic design.

Key technical skills include proficiency in video editing software like Premiere Pro and graphic design tools such as Photoshop or Canva. You'll also need to have excellent copywriting skills to craft captions and posts that engage audiences while maintaining the client's brand voice.

Beyond the technical skills, this role requires strong organisational abilities. You must be able to manage multiple projects at once, work to tight deadlines, and maintain high standards across all outputs. The ability to react quickly to social trends and produce relevant content is also crucial.

You should be someone who thrives in a collaborative environment, able to work effectively with colleagues in creative, social, and client-facing roles.

Why Join?

If you're looking for a role where you can take ownership of content production and contribute to campaigns that make an impact, this Content Producer position offers the opportunity to do just that within a respected and forward-thinking agency.

The agency is known for its collaborative, creative environment, and offers excellent opportunities for career progression.

We welcome candidates from all backgrounds to apply, the agency cares deeply about equal opportunities and creating a diverse and inclusive workplace, and has been ever-present in the PR Week Pay Gap project.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
