

Social Content Creator, Commerce

Role Summary

This exciting new role will be pivotal to driving MMM's social commerce strategy.

With a focus on TikTok, we are seeking a freelance social content creator who can research, plan, produce and edit short form shopping videos for our @shopdaily mail social platforms.

Candidates must be able to demonstrate previous experience of creating engaging, shopping-centric video content that drives sales. Must be as comfortable in front of the camera as they are behind it.

Main Duties of the Role

- Work closely with our affiliate team to driving product sales and clicks for our partner merchants through creative social video content
- Whether it's a trending sound, product or platform feature, the candidate must endeavour to keep up to date with platform changes and trends
- Proactively pitch content ideas based on trends and insights in order to create increasingly more effective content
- A desire to experiment on and off camera
- Understand the difference between content that drives sales and content that supports wider business objectives e.g., raising brand awareness and audience engagement
- Editing and implementing motion graphics to support storytelling, create original content franchises and establish a visual identity

Essential skills and experience

- Proven experience of delivering conversions
- Proficiency in Adobe Premiere
- Ability to identify, vet, and pitch compelling original and viral commerce stories
- A fast-thinker capable of working in a fast-paced environment
- Effective communicator and team player who will collaborate with producers, journalists, editors and the commerce advertising
- Laser-focused, organised, and exemplifies meticulous attention to detail

This is an opportunity to be part of a MMM's fast growing commerce team, creating a brand-new content and revenue stream for the business.

To apply for this please email

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