

Creative Content Editor, Aucoot

Location: London (Hybrid)

Salary: Competitive, based on experience

About Aucoot

Aucoot is a design-led estate agency that believes in the power of exceptional storytelling. We don't just sell homes; we showcase beautifully designed spaces through compelling narratives that resonate with our audience. Our approach is editorial, refined, and distinct – and we're looking for a Creative Content Editor to help us elevate our brand storytelling even further.

The Role

We're seeking a talented and strategic Creative Content Editor to lead and drive forward our brand storytelling across all digital channels. This role is integral to shaping and refining our tone of voice, ensuring that Aucoot's personality and expertise shine across editorial stories, sales listings, newsletters, and social content. Working closely with our consultant Head of Brand and Head of Creative, you'll craft engaging narratives that highlight the spaces we represent, the people behind them, and the design ethos that drives our business.

Key Responsibilities

- Research, commission, write, and edit high-quality content, including editorial stories, newsletters, and social posts.
- Develop and uphold our brand's tone of voice, ensuring consistency across all communications, including sales listings.
- Work closely with the Head of Brand and Creative Filmmaker to create multi-channel storytelling strategies.
- Collaborate with photographers, writers, and designers to bring content to life.
- Analyse content performance and adapt strategies to enhance engagement and reach.
- Stay ahead of industry trends, ensuring our content remains fresh, relevant, and impactful.

About You

- A strong editorial background with proven experience in content creation, journalism, or brand storytelling.
- Exceptional writing and editing skills with a keen eye for detail.
- Experience crafting and refining a brand's tone of voice.
- A passion for design, architecture, and real estate.
- Proficiency in digital content strategies, including SEO and social media best practices.
- Strong organisational skills and ability to manage multiple projects simultaneously.
- A collaborative mindset with experience working across teams and disciplines.

What We Can Offer

- Be part of a dynamic, design-led brand redefining how homes are marketed.
- A chance to shape and drive an editorial-first approach to storytelling in property.
- Collaborate with a creative and passionate team.
- Enjoy flexibility in working arrangements.

If you're a creative storyteller with a passion for design and an editorial mindset, we'd love to hear from you. To apply, please send your CV, a cover letter, and examples of your work to info@aucoot.com.