

c.e.galles digital

Job Announcement: Social Video Specialist

Status: Freelance, Independent Contractor position

Commitment: 10 hours a week for 3 months, then ongoing

Wages: \$40/hour, paid hourly

Location: 100% virtual position, availability during Business Hours Eastern US Time

c.e.galles digital seeks a creative and organized Social Video Specialist to research trends, ideate video concepts, and edit + complete post-production tasks for Instagram Reels and TikTok videos.

The person in this role will be responsible for translating content strategy and brand direction for multiple clients into compelling and engaging social videos.

The primary function of this role is video editing. However, candidates who can also generate easy-to-follow video scripts for clients are preferred.

This will be responsible for editing raw footage into videos for platforms, preparing clients to capture footage, and researching ideas and concepts to pitch to multiple clients.

The person in this role will collaborate closely with founder Camille Galles to execute creative social video strategies to increase brand awareness and business goals of clients.

About c.e.galles digital: c.e.galles digital is a marketing agency specializing in social media and content marketing for mission-driven and impact-focused brands. We support our clients with new ideas and effective strategies to attract and engage customers. c.e.galles digital is based in Washington, DC.

Responsibilities and Expectations:

- **Edit Reels and TikToks for publication.**
 - Responsible for turning raw video footage from clients into cohesive and compelling videos for Instagram Reels and TikTok platforms. This includes adding text labels, sounds, trimming video, and adding transcripts.
 - Design on-brand cover photos that contribute to an engaging and aesthetically pleasing Instagram grid.
- **Prepare posting directions for Reels and TikToks .**
 - Include directions for how to post social videos, so our admin team (or our clients) can easily post videos following platform best practices.
- **Trend Research and Reporting.**

- Stay up to date on emerging trends on TikTok and Reels platforms, including trending audio, video concepts, and film capture techniques. As part of their weekly responsibilities, this person will deliver a weekly trend report to cegalles digital including recommendations for how our clients could contribute to trends.
- **Preparing video prompts including outlines, scripts, and filming directions.**
 - Our clients look to cegalles digital to provide instructions and content prompts about what video footage to capture. The Social Video Specialist will be responsible for transforming long-form content and concept ideas, and applying platform trends to create easy-to-understand prompts that our clients can use to capture footage.
 - Write scripts and/or outlines that follow TikTok and Reels trends and best practices.
- **Fully executing TikTok videos to correct platforms.**
 - Due to the nature of TikTok video drafts, this person will be responsible for publishing TikTok videos from draft content in real-time – ie, publishing directly on client platforms without the use of scheduling software.
- **Client and Account Management**
 - Assist with research and analysis for the development of marketing and brand strategies, as needed.
 - Manage and update content calendars using Notion.

This role is for you if you...

- Constantly get TikTok audio stuck in your head and make jokes about social media trends that make your less-online friends roll their eyes.
- Are a frequent and active user of Instagram Reels and/or TikTok – for your personal account, or another brand account.
- Understand the how and why of what makes a successful social media video, and how brands across diverse sectors could apply those techniques to share their messaging.
- Can articulate the “how” and “why” of engaging social media videos to people who don’t watch TikTok or Instagram Reels.
- Have a strong understanding of basic marketing principles and current social video best practices and trends.
- Have demonstrated experience creating and editing engaging short-form videos using Reels or TikTok platforms, InShot, CapCut and/or other short-form video editing software.
- An eagle-eye ability to spot typos and strong attention to detail.
- Identify as an independent self-starter who is solution-oriented, taking ownership over their assignments and overseeing them to completion.

- Have demonstrated experience meeting deadlines, receiving feedback, and communicating progress, questions, and status updates.
- Are interested in continuous learning and staying abreast of social media platform changes and trends. You'll look forward to the chance to try new things on new platforms.
- Have consistent access to wifi, an iPhone, and a laptop or desktop computer.
- Have a willingness to collaborate with a teammate who moves quickly and learns on the fly.

Availability & Hours of Work:

A strong preference will be given to a contractor who is available to receive and complete projects and attend Zoom meetings during the hours of 8am to 6pm ET from Monday through Friday, occasionally on short notice.

To apply...

Please send an email to content@cegalles.com with the following information by **4:00 PM Eastern Time on Monday, July 31, 2023**. Applicants will be evaluated on a rolling basis, so the sooner you can submit, the better. Successful applicants will demonstrate strong attention to detail and the ability to follow directions, so any applications that do not follow these instructions will not be considered.

1. Give us an example of a brand (not a creator) that represents an authentic voice on Instagram that you admire. Tell us why, including how video plays a role.
2. Provide a link to at least 2 social media videos that you have created on TikTok or Instagram Reels for either a brand **or** a personal account! These videos should demonstrate your understanding of social video best practices.
3. Send 3-4 sentences, in bullet point format, sharing why you are interested in this position and how you believe you meet the qualifications. Please do not submit a cover letter.
4. Please include "Social Video Specialist" in the subject line of your email.
5. Please attach your resume as an attachment (as a .doc, .docx or .PDF) OR link to your LinkedIn profile within the body of the email. We do not have a strong preference on which one. You will not receive special consideration for sending both. Our aim is to understand where you have worked before and the types of professional roles/experience you have had.

The next stage in the interview process will be completing a paid test project. Applicants who have been selected to complete a test project will be contacted no later than Tuesday, August 1, 2023.