



# Content Creator

## Job description

**Reports to:** Head of Sales & Marketing

**Role scope:** Part time. 20 hours per week. Flexible working days with a mixture of working from home and in the venue.

**Salary:** £15ph to £20ph

### **About Ballie Ballerson:**

We are a ball pit cocktail bar in the heart of Shoreditch, London. We pride ourselves in throwing epic parties, awesome events and providing endless fun for our guests. We're a vibrant, bold, and dynamic brand that thrives on unique experiences.

Our social presence is a key part of our story, and we're looking for a creative superstar to take it to the next level! Our Instagram page has 111k, and our TikTok page has 47k followers.

### **Role Overview:**

As our **Content Creator**, you'll be the digital face of Ballie Ballerson, working closely with both the Sales & Marketing Team and our venue Operations team.

Reporting into the Head of Sales & Marketing (top hun) you will be responsible for planning, producing, and publishing engaging content primarily across Instagram & TikTok. You'll immerse our audience in the fun and a bit silly world of Ballie Ballerson while driving engagement, building our community, growing our social presence ultimately leading to an increase in revenue. We don't take ourselves too seriously, so the world really is your oyster with your ideas!

### **Key Responsibilities:**

- **Content Ideation:** Develop creative concepts aligned with our brand voice and objectives.
- **Content Creation:** Film, edit, and produce high-quality short-form and long-form content, including Reels, TikToks, stories, and posts.
- **Community Engagement:** Actively engage with followers, respond to comments, and foster community growth. Don't worry about the DMs, we have an awesome sales team who respond to those already!
- **Scheduling & Posting:** Manage and maintain a content calendar to ensure consistent posting and timely execution. We expect a minimum of 3 feed posts a week on Instagram and daily stories, and then 1 post a day on TikTok.

- **Trend Spotting:** Stay ahead of social media trends, platform updates, and viral challenges to keep our content fresh and relevant.
- **Collaboration:** We want you to fully immerse yourself in Ballie and work closely with the venue team to capture and promote the best of Ballie Ballerson. You have an awesome digital designer to hand to support the creation of branded assets.

### **Requirements:**

- Expert knowledge of TikTok, Instagram, and their features (Reels, Stories, etc.).
- Strong video editing skills
- Creative thinker with an eye for detail and a knack for storytelling
- A pulse on social media trends, pop culture, and viral content
- A passion for nightlife, cocktails, and immersive experiences!

### **Desirable skills:**

- Prior experience as a content creator with a portfolio
- Experience with analytics tools like Meta Business Suite and TikTok Analytics
- Prior experience working with a hospitality or ecommerce brand

### **What this role isn't:**

- You will not be responsible for paid ads across META and google, although you may support with creating content for the ads to a specific brief

### **Benefits**

- 28 days annual leave including Christmas and your birthday! (Part time roles accrue holiday on pro-rata basis)
- EAP in place that gives you 24/7 access to counselors and therapists
- Free local gym membership with machines, classes, swimming pool, sauna and steam room
- Genuine learning and developing opportunities
- Buzzing working environment
- Massive employee discounts & regular staff giveaways
- Quarterly staff parties and awards giving international travel prizes