

Content Creator

OVERVIEW

The Content Creator is responsible for the delivery and management of all content creation requirements. The Content Creator reports directly to the HOM; and is expected to work closely with the Marketing and Operations Team across, to deliver and ensure consistent, high-quality design across the channels on an ongoing basis.

CONTENT CREATION

Content Creation

What

- Responsible for the delivery of all ongoing content creation requirements and deliverables briefed internally, with oversight by CC & HOM
- Incl.
 - o Stills
 - o Video
 - o Editing

How

- Deliver content creation assets based on briefs from CC & HOM

When

- Ongoing

Image Bank

What

- Work with team in the updating and maintenance of Image Bank for all shops

How

- Folders architecture to be consistent and clearly labelled incl. year, photographer/videographer, Web & Print, approved, archive
- All new images and video footage to be added to drive timeously

When

- Ongoing
-

BRANDS UNDER MANAGEMENT

Restaurants & Bars

- Paranga
- Figo
- Script
- Zenzero
- Surfshack
- Bilboa
- La Belle (Camps Bay & Constantia)
- Chinchilla Rooftop
- Baptiste Rooftop
- Bobo's
- Lily's
- The Bungalow
- Incognito
- Blanko
- Sonny & Irene
- The Nines

Hotels & Spa's

- The Marly Boutique Hotel & Spa
- The Alphen Boutique Hotel & Spa
- The Cole Boutique Hotel & Spa

Fashion

- Boutique Marly
- Boutique Marly at The Cole

Holding Company

- Kove Collection