

Position Title	Digital Content Creator	Date	April /May 2024
Reporting to	Head of Content	Department	Content

Working Relations	
Direct Reports	NIL
Key Internal Contacts	Account Teams, Strategy, Creative Teams, Production & BX
External Contacts	Clients, Agencies

About Innocean

Innocean are the biggest agency you've never heard of. With 31 offices and more than 3000 employees in 21 countries. We're the fastest growing agency network in the world.

Opening doors in Australia in 2008 with two foundation clients: Hyundai and Kia. Since 2020 the Sydney business has been on a mission to diversify our roster which now includes FMCG, NGO, Medical, Tourism and Technology brands, not to mention our own Gender Equality not for profit division called Fck the Cupcakes.

We're a proud and ambitious group of over 50 creatives, strategists, account people, technologists, analysts, and producers who work together in a flat and collaborative environment. Building creative solutions across all touchpoints on a consumer's journey with a brand.

We're proudly Korean, uniquely Australian; striving to create a culture that embraces a Korean concept called 'Jeong'. An ineffable but mutually warm feeling of attachment between people who share a relationship and common purpose.

This feeling of connection underpins everything we do. It's how we create bonds between brands and consumers, and between us and our clients. Think of us as an extension of the marketing team. One with strategic, creative and CX capabilities to deliver work that connects across multiple platforms, driving acquisition and retention.

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About the Role

Join an innovative team at the forefront of digital marketing, crafting content for leading automotive brands Hyundai, Kia and Genesis. As Digital Content Creator, you'll be instrumental in shaping brand narratives through visually impactful content, creating a cohesive experience across social, CRM, web and other channels. You have a deep understanding of social-first content and understand the nuances of key social platforms such as TikTok, Instagram and LinkedIn, with the ability to effectively make use of social platform features and trends. Your role will be pivotal in ensuring content is tailored and optimised for each channel, maximising impact.

Key Result Areas	Duties
Design / Art Direction	<ul style="list-style-type: none">• Concept and design visually compelling content for social, CRM and web platforms.• Execute end-to-end content creation, from ideation to final artwork, ensuring consistency with brand guidelines and campaign objectives.
Video	<ul style="list-style-type: none">• Use your expertise in shooting and editing video content to create engaging narratives tailored for platforms like Meta and TikTok.• Ability to execute multiple content types, from organic style content to performance assets.
Strategy & Best Practise	<ul style="list-style-type: none">• Develop a deep understanding of platform nuances and user behaviours to optimise content performance across different channels.• Stay updated on emerging trends and opportunities such as AI as well as best practices in digital design and content creation, bringing fresh ideas to the table.
Collaboration	<ul style="list-style-type: none">• Collaborate closely with the internal teams to understand brand objectives and target audience demographics, translating them into effective design strategies.
Continuous Improvement	<ul style="list-style-type: none">• Stay up to date on industry trends and advancements.• Actively participate in team meetings and share ideas and feedback.

WHS (Work, Health & Safety)	<ul style="list-style-type: none"> • It's on you to ensure your work environment is safe, whether you're WFH or in the office. • Follow and ensure your team follows company policies and procedures.
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About You

Personal Specifications	
Qualifications	<ul style="list-style-type: none"> • A degree in Graphic Design, Digital Media, Marketing, or a related field. • Experienced in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier Pro, After Effects), Figma
Knowledge, Skills & Experience	<ul style="list-style-type: none"> • At least 3 years' experience in an agency or client-side role. Demonstrable experience in creating impactful digital content for social, web and CRM. • Help drive and create world-class content for our client's success. Provide strong visual direction, including art direction, graphic design and motion. • Ability to adhere to brand guidelines while innovatively crafting content to maintain brand consistency. • Knowledge of user experience (UX) and user interface (UI) design principles to create engaging and user-friendly digital experiences. • While experience in the automotive category is advantageous, a passion for creativity and a willingness to learn are equally valued. • Ability to adapt to fast-paced environments and evolving project requirements. • Keen eye for detail to ensure accuracy and quality in all deliverables.
Values	<ul style="list-style-type: none"> • Proactivity. Humility. Agility. Daring. Don't worry, we dive into these in your welcome pack.
Development	<ul style="list-style-type: none"> • Regular appraisals and 360 feedback is important. • So too is being able to check in with your client Partner or management whenever. Their doors are always open, Zoom links always ready.

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The Perks

There are a whole range of reasons you would consider working for us, check out the list below:

- Competitive salary
- Regular appraisals and 360 feedback
- Client sponsored benefits
- Floating leave
- Individual Professional development
- Hybrid working
- Progressive parental leave policies
- Pet friendly environment