

# Content Creator & Event Producer Role

Do you have a flair for creating content that marries business objectives with audience interests? Are you also clued in on content marketing strategies and can take it through to production?

We are looking for creative individuals to drive the strategizing and overseeing of various types of content marketing, including: Blogging, video, podcasting, infographics, email mailers, visual content, e-books, lead magnets, whitepapers, quizzes/tools, webinars, slide decks, apps, social media posts, and more. And taking it all through to production!

If this is you, we want to talk to you!

## **Requirements of the role:**

- At least 5 years of relevant working experience, with at least 3 years in a similar capacity, and preferably in the higher education and/or executive training and development sector Bachelor's degree in a relevant field such as Communications.
- Editorial requirements include basic understanding of SEO, working knowledge of content categorization and structure, content development, distribution, production and measurement.
- Possess a producer mindset that seeks to understand and create and see the whole process through from creation of topic, talent, choice of platform to producing the final piece.
- Excellent command of English.
- Able to apply best practices in Content Marketing & Event Production.
- Able to analyse and present content and social performance.
- Proficiency in Microsoft Office 365 programs.
- Good listening and communications skills.
- Able to cope with pressure.
- An eye for details.
- Team player & able to collaborate with others.
- Ability to work in a fast-paced working environment.
- Highly adaptable due to the multi-disciplinary nature of the role.
- Passion for content creation and communication.

## **Responsibilities:**

- Create and curate shareable content.
- Research industry-related topics (combining online sources, interviews and studies)
- Prepare well-structured drafts using Content Management Systems.

- Write clear marketing copy to promote our products/services.
- Generate ideas for new content types and proofread articles before publication.
- Familiar with producing online content.
- Distribute content on appropriate platforms and measure the results of marketing activity.
- Drive traffic and engagement that translates to sales and brand promotion.
- Know which platform/ different kinds of content that it's best suited for.
- Design and implement creative marketing strategies to disseminate content.
- An eye for detail.

### **Traits:**

- Models and embodies the PPEARL culture of compassion, agility, resilience, customer orientation and growth mindset.
- A self-motivated individual who can perform in a performance-driven environment.
- Intellectually curious, a natural enquirer, with a strong desire and aptitude to learn.
- Creative and exceptional problem solver who can incorporate new learning into existing plans and act decisively and independently.
- Energetic team player who can work in a collaborative environment.
- Open-minded and agile.
- Strong team player who puts the team before oneself – to really believe that the sum of parts are greater than the individual.
- Strong project management skills and meticulous execution skills.
- Ability to present information and speak publicly.
- A creative perspective and eye for detail.
- Performs well under pressure.

If this JD interests you, drop us your resume/CV at [hello@ppearl.com](mailto:hello@ppearl.com)