

Content Creator

For an advertising company

Location: Hazmieh

Major: degree in Marketing, Business Administration, Mass Media and Communication, or any related field

Experience: 3-5 years of experience in content creation or social media marketing

Major Responsibilities:

- Create engaging and original content tailored for each social media platform (Instagram, TikTok, LinkedIn, etc.)
- Write captions, taglines, and short-form copy that align with the brand's voice and tone
- Brainstorm and pitch creative content ideas for campaigns and daily posts
- Coordinate with designers and videographers to bring concepts to life
- Oversee photo and video shoots when needed
- Repurpose long-form content into reels, stories, or bite-sized posts
- Stay up-to-date with trending audio, formats, and visual styles across platforms
- Research competitors and industry trends to propose fresh content ideas
- Ensure all content follows brand guidelines and meets platform specifications
- Proofread and review content for quality, accuracy, and consistency
- Adapt content based on feedback from the Social Media Project Manager or client
- Work closely with the Social Media Project Manager to understand briefs and deadlines
- Attend brainstorm and feedback meetings regularly
- Deliver work within the content calendar timeline

Additional Requirements:

- Strong writing and storytelling skills in both English and Arabic
- Proficiency in content creation tools like Canva, CapCut, Adobe Suite, or similar
- Good understanding of social media algorithms and platform behavior
- Photography/videography skills
- Experience with TikTok/Reels editing
- Ability to script and shoot short social videos independent

How to Apply:

Kindly send your CV or contact the Career Services Center, E-mail: career.services@balamand.edu.lb, Ext. 7801; 7802