

## **Marketing Coordinator, Video and Content Editor – NaftPlus**

*A community-driven brand that blends a gas station, grocery store, food service, and coffee experience*

Location: Zgharta

Experience: Fresh graduates are accepted

### **1. Marketing Coordinator**

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

Major Responsibilities:

- Create monthly content calendars for Instagram, TikTok, YouTube, Shorts, and Facebook
- Coordinate with content creators to ensure timely delivery of posts
- Track engagement and performance to adjust future scheduling
- Assist content creators, editors, and designers with project timelines
- Help prepare checklists and to-dos for upcoming promotions or campaigns
- Support daily marketing operations with planning and task tracking
- Document processes and ensure all team members are aligned on deadlines
- Communicate updates to the team and participate in weekly team meetings
- Support with coordinating influencer collaborations or product launches
- Ensure all promotional materials are ready and scheduled ahead of time

Additional Requirements:

- Basic understanding of social media platforms and content planning
- Proficiency in tools like Google Sheets, Notion, Trello, or similar
- Clear and professional communication, both verbal and written
- Familiarity with content scheduling tools (e.g. Meta Business Suite, Planoly)
- Understanding of brand tone and how to manage brand consistency
- Interest in marketing, trends, and team coordination
- Ability to help the content team stay on schedule and focused.

### **2. Video and Content Editor**

Major: degree in Graphic Design, Computer Graphics and Interactive Media, or any related field

Working Hours: Monday to Friday from 9:00 AM till 5:00 PM

### Major Responsibilities:

- Edit and produce at least one short-form video per day (around 1 minute each) for Instagram, TikTok, YouTube Shorts, and Facebook
- Take part in filming sessions, operating camera equipment and ensuring footage quality
- Be present at all content shoots, managing the technical aspects and assisting in creative direction
- Handle sound design, voice syncing, and music selection to maintain a professional, engaging output
- Maintain and organize all editing equipment, storage drives, and camera gear
- Collaborate with the marketing manager, creative team, and CEO on reviewing, refining, and approving edits
- Take creative initiative in shaping content concepts, storytelling ideas, and stylistic improvements
- Participate in YouTube long-form content production, focusing on editing style and pacing that can boost engagement and watch time
- Assist in the growth of all NaftPlus projects outside the main brand, contributing to new campaigns, partnerships, and cross-platform content
- Stay current with editing trends, transitions, and sound design practices that make content stand out
- Identify training opportunities or workshops that can support skill growth and propose them for approval
- Maintain clear project organization and meet daily/weekly publishing deadlines

### Additional Requirements:

- Familiarity with CapCut, Final Cut Pro, or DaVinci Resolve is a plus
- Strong sense of timing, humor, and emotional storytelling
- Knowledge of social media video formats, algorithms, and engagement trends
- Ability to handle sound design, mixing, and syncing with clarity
- Prior experience in social media content editing or brand storytelling is preferred
- Motion graphics or animation skills
- Photography or color grading experience
- Script editing or content writing
- Creative direction or production management experience

### How to Apply:

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