



WE'RE HIRING

Content Creator (Part-time & Remote)

VIDEO • GRAPHICS • COPYWRITING • MARKETING

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Town of Manchester
Remote Content Creator – Part-Time
Communications Division – Office of the General Manager
\$15.00/hour; 15 to 19.50 hours/week
Remote Work hours as Coordinated with the Communications Manager

Nature of Work:

Under the direction of the Communications Manager, this position will assist in developing content that is visually appealing, easy to understand, timely, relevant, and meets today's digital communications. The ideal candidate is someone who is should be creative, passionate with content creation, and eager to help grow the Town's communications.

Essential Job Functions:

Photography, Videography, & Editing

- Develop a library of creative assets by gathering existing and creating new creative assets (i.e photos for future use on the website, social media channels, press releases, project campaigns, etc.)
- Create and edit video shorts for communications campaigns as needed.

Graphic Design

- Develop branded templates for general PSA's, Press Releases, and announcements.
- Design templates for all social media and e-newsletter posts.
- Copywriting & Proofing
- Develop and assist with targeted email campaigns to promote Your Voice Matters.
- Assist with Press Release writing and proof-reading.

Brainstorming & Planning

- Assist with social media planning and the creation of a social media content calendar for the Town's main social media accounts.
- Willingness to work collaboratively with the Communications Manager in brainstorming content-related ideas.
- Assist the Communications Manager with projects as needed.

Desirable Knowledge, Skills, and Abilities:

- Ability to work fully remote (ability to connect and successfully communicate virtually via Zoom & Email/Phone)
- Ability to travel to Manchester for onsite projects when needed
- Technologically savvy and self-directed
- Strong copywriting and communication skills
- Photography, videography, and basic editing skills
- Proficient in Adobe Suite (Photoshop, Illustrator, Adobe Premium, or other graphic design programs i.e Canva)
- Experience with or ability to learn Hootsuite
- Experience with and understanding of digital marketing

Education Requirements:

- Associates or Bachelor's degree in Graphic Design, Photography, Videography, Emerging Media, Digital Media, or other Digital Marketing related fields, two (2) years of related experience a plus.