

WE'RE HIRING! CONTENT CREATOR

AIRUSH
KITEBOARDING



Remuneration:	R14 000 - R20 000 per Month - Negotiable Basic Salary.
Location:	Cape Town, Muizenberg.
Education level:	Diploma.
Job level:	Junior/Mid.
Own transport required:	Yes.
Travel requirement:	International.
Type:	Full Time / Permanent / In House.
Company:	Solar Station Design.

Job Description:

Are you an aspiring content creator, passionate about brand building and storytelling, while technical enough to communicate the finer details of a new product? Airush Kiteboarding and AK Durable Supply Co. are looking for a kiteboarding and surf enthusiast to fill the role of content creator in our Cape Town office, situated in Muizenberg.

Our ideal candidate has strong photo, video, and/ or writing skills (ideally a combination), as you will be tasked to develop engaging content across digital and print media. You will require good social skills, as you will need to collaborate with other creatives, team riders, and our community, with the ability to moderate online and offline conversations.

Working with the marketing team, your primary role will be to create and assist in the distribution of media, along with technical product information to support product and sales.

- Content creation: Professional photography and/or videography and editing abilities.
- Must have an active interest in kiteboarding, surfing, and/ or foiling, with an interest in emerging sports.
- Must be legally eligible to work in South Africa with the ability to travel nationally and internationally three to four times per year.
- Excellent verbal and written communication skills.
- Organised, paying attention to detail, with the ability to multitask.

Company Description:

Solar Station Design - home of airush kiteboarding and AK durable supply Co.

Responsibilities:

- Working autonomously, or with external media resources, to create and co-ordinate engaging photo, text, and video content across digital and print media.
- Implement social media and print campaigns to align with the marketing strategy.
- Monitor and respond to comments and customer queries on social media.
- Monitor and report on feedback and online reviews.
- Coordinate with the marketing team and brand network to ensure media consistency.
- Liaise with the product and sales departments to stay up-to-date on new products and features.
- Build relationships with industry professionals and journalists, customers, and potential customers.
- Stay up-to-date with digital technology trends.
- Media library archiving and content distribution.

Advantageous:

- Experience launching community initiatives. e.g. building an online platform, launching a campaign, creating an event series, or writing an e-mail newsletter.
- Digital Strategy: Ability to research and interpret keywords, website traffic, and online metrics to set measurable objectives and improve the overall customer conversion rate.
- Work experience in social media and community management
- WordPress development.
- 3D and/ or animation skills.

Please submit a concise portfolio of work to graham@airush.com, through links or pdf.

Any applications submitted without a portfolio will not be considered.