

# United States Jobs Expertini®

## Content Creator

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Company: Uni Refill System

Location: Los Angeles

Category: other-general

The Social Media Content Creator will play an essential role in defining Uni's online presence, style, and growing the Uni brand and community. This creative role will report into the Head of Marketing and will be responsible for creating compelling content that grows awareness and engagement for Uni's social media channels.

### Key Responsibilities

You'll be the primary content creator for our Instagram and TikTok channels, coming up with creative, aesthetically pleasing, and fresh ideas for our social media accounts

Deliver regular video assets for posting on Uni accounts on a recurring basis

Editing and optimizing footage and assets from the rest of the team or talent partners into assets for Uni social channels

Work closely with the Head of Marketing and Social Media Manager to ideate and execute social content deliverables

Provide insights and opportunities into key social content and video trends

You'll level-up our social media videos with your knowledge and expertise in filming and editing short-form videos

## Requirements

Avid social media user who has a deep understanding of TikTok, Instagram, and YouTube

Ability to produce, shoot, and edit short-form videos independently

Ability to work off of a brief as well as pitch original concepts, regularly contributing ideas for all organic social media content

Ability to promptly identify social media trends and respond accordingly

Comfort with on-camera work since you'll be a regular face and voice in our content

Excellent writing skills to craft compelling copy for video graphics, captions, and comment responses

Someone who has a keen eye and grasp for the visual identity and aesthetic of our brand

Passion for working in social media and an interest in and understanding of the beauty vertical

Portfolio that showcases your social media video experience

Ability to record content in-person with the team in Los Angeles

Ability to optimize content strategically to drive results

## Company Description:

Meet Uni - the new Bodycare system making waves. Each product is infused with their proprietary Uni Marine Complex offering supreme 24-hour hydration and long-lasting skincare benefits. The formulations are infused with gender-neutral natural fragrances inspired by an eco-luxury resort in the Great Barrier Reef.

Uni is the leader in sustainability, spearheading the "blue beauty movement" which speaks to formulations, packaging, and business practices. Uni's creative director and award winning packaging designer Marc Atlan (Comme des garçons, Tom Ford, Kjaer Weis...) created a first-to-market modular system that eliminates single-use plastic from the bathroom.

**Cross References and Citations:**

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