



Job Title:	Social Media Content Creator	Department:	Marketing
Location:	Edinburgh/Glasgow/Dundee	Position Type:	Flexible
Level/Salary Range:		Reports To:	Digital Marketing Manager

JOB DESCRIPTION	
------------------------	--

Role Overview

As an independent beer company born in Scotland, Innis & Gunn never shy away from putting in the time and the effort necessary to create a different kind of beer and beer brand. Originality is at the core of our business. In the beers we make, in way we make them, and in the ways we celebrate the originality of others.

It's an exciting time to join Innis & Gunn, particularly within our Taprooms. As part of our growth plans, we're expanding our award-winning marketing team.

Our Taprooms are an extension of our brand, they are the ultimate experience of enjoying our beer and the only place you can enjoy the full Innis & Gunn range on tap and in cans/bottles including tank fresh lager straight from the brewery. As our Social Media Content Creator you will have a love for all things social and be efficient and effective writing copy, capturing images and creating videos. You will be comfortable using editing software and be able to move between editing and content creation to feed social profiles whilst constantly optimising your work and ideas.

This position is over 32 hours per week to be worked over 4 days, with some flexibility to working patterns, and will require travel to each of our Taproom locations in Edinburgh, Glasgow and Dundee.

Key Tasks

- Schedule and post social posts for our organic content schedule, aligning with the wider marketing calendar, brand guidelines and KPIs.
- Maintain an active content calendar and work within our set content pillars to create and populate the social schedule in advance.
- Create, manage, and monitor our Facebook and Instagram accounts for our Taprooms; four Facebook profiles, three Instagram profiles.
- Create compelling content; copy, images, graphics and video formats, that reflects the experience of our Taprooms.
- Work with managers to promote in venue events and messaging.
- Engage and manage influencers and creators.
- Elevate organic social content; your creativity, ideas and execution will bring our social channels to life for each of our locations.



- All assets should be optimised for Social Media, including Reels, Instagram Stories and Grid, IGTV, and graphic design for static assets.
- Respond to emerging trends on social.
- Build and encourage a community of advocates through engaging and responding to our customers, giving them reasons to visit and return. Work with the venue managers to ensure consistency throughout our community management.
- Collaborate with our Social Media Editor on optimising post times, length, duration, tone of voice and reporting.
- Work with colleagues in marketing to support our wider brand campaigns with content on our Taproom channels.

Additional Tasks

- Assist in the delivery and management for paid social campaigns.
- Support copy and content for our weekly email campaigns.

Qualifications & Education Requirements

- Demonstrable experience of social content creation across a range of platforms including static posts, video, carousel, stories/vertical video, lives and reels/TikTok within a professional background.
- Experience with software such as Adobe, Premiere Rush, Photoshop and Canva is essential.
- Must have own car and full, clean driving license.

Competencies Required

- Detailed, passionate, and creatively ambitious.
- Professional standards of written, image and video led communications.
- A love for social media, trends, hashtags, memes, innovations, and social best practice.
- Excellent organisational skills for time management, prioritisation, forward planning, maintaining an active content calendar, meeting deadlines and publishing content.
- Team player with strong communication and interpersonal skills.
- Experience of working within hospitality or events would be beneficial.

Additional Notes

This position is over 32 hours per week to be worked over 4 days, with some flexibility to working patterns, and will require travel to each of our Taproom locations in Edinburgh, Glasgow and Dundee.

- Please include a portfolio or example of your work in your application.