Content Creator

Job Type: Full-time, Salary
Reports to: Vice President, Marketing
In-person position, downtown Little Rock

The Little Rock Regional Chamber is the principal business-driven leadership organization responsible for fostering the economic growth and development of the Little Rock region to ensure that business and industry may operate profitably and enhance the earning opportunities and quality of life for every citizen.

We are seeking an outgoing and engaging professional who is passionate about our Chamber and the Little Rock community to support the Chamber's marketing efforts. The successful candidate will emulate our core values of excellence, professionalism, passion for our community, have a member-centric attitude, and be adaptable and willing to embrace change. Key factors for success in this role include being able to multitask, provide excellent customer service, work well with all team members, achieve established goals, and possess excellent communication and interpersonal skills.

The ideal candidate will have broad marketing skills, have an understanding of Chamber work and the Little Rock region, and must demonstrate consistently good judgment and discretion in communicating sensitive materials and representing the Chamber publicly.

This is an in-person position reporting to the Vice President of Marketing.

Principal Accountabilities:

- Capture and edit photography and video content for social media, websites, marketing materials, and promotional campaigns.
- Produce short-form video content, reels, interviews, testimonials, and behind-the-scenes features.
- Coordinate photography and videography at events, community activities, and organizational functions.
- Create and develop compelling written, visual, and multimedia content for various audiences that supports organizational marketing, communications, and strategic initiatives.
- Create, schedule, publish, and manage content across organizational social media channels.
- Develop platform-specific content for Facebook, Instagram, LinkedIn, and other relevant channels.
- Support marketing campaigns designed to increase awareness of the organization, its programs, and the Little Rock region.
- Ensure consistency in brand voice, messaging, and visual identity across communication channels.
- Develop feature stories, blog posts, articles, and other digital content.
- Support ongoing content development for the Life in Little Rock website.
- Collaborate with team members to develop creative concepts and messaging
- Stay current on social media trends, emerging platforms, and best practices to maximize reach and engagement.
- Develop digital assets that support organizational campaigns and initiatives.
- Maintain an organized library of digital assets.
- Other duties as assigned

Knowledge, Skills & Abilities:

- Proficiency in communications, marketing, and/or public relations
- Proficiency in video editing software such as Adobe Premiere Pro, Adobe After Effects, Adobe Express, CapCut or similar platforms.
- Proficient in Photoshop, In-Design, Illustrator, Canva, and/or other graphic design software
- Experience with Canva, Constant Contact, Axios, Wordpress, Thrillshare, Airtable, and other software
- Experience managing multiple social media platforms
- Exceptional written and verbal communication skills are required
- Maintain active awareness and knowledge of community and regional issues
- Existing connections to the regional media and business community are a plus
- Must be comfortable, confident, and outgoing in social settings
- Exceptionally strong interpersonal skills, including the ability to read and respond to body language and a wide range of personality types and backgrounds
- Able to work independently and proactively without daily instruction
- Creative and able to solve problems, set and accomplish goals, and meet deadlines
- Organized and able to keep accurate and detailed documentation
- Ability to manage sensitive information in a professional and confidential manner
- Intermediate computer skills essential, including a working knowledge of Microsoft Outlook, Word, Excel, Google Docs, and Google Sheets
- Ability to work a flexible schedule as needed
- Valid driver's license and reliable personal transportation

Compensation and Benefits:

- Competitive compensation based on experience
- Benefits include: Medical, dental, and vision insurance, paid vacation, holidays, sick leave, and 401k

Working Conditions/Physical Demands:

The physical demands described are representative of those that must be met by the employee to successfully perform the essential functions of this job. The Little Rock Regional Chamber provides reasonable accommodation to enable individuals with disabilities to perform the essential functions.

This position requires:

- Work that may be performed in an intense, fast-paced office environment, depending upon assignment
- Requires the ability to understand verbal communication and to respond effectively
- Positions in this class typically require reaching, typing, grasping, feeling, talking, hearing, seeing, standing for long periods of time, and repetitive motions in computer use
- Requires learning and adapting to new software

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The Little Rock Regional Chamber is an equal opportunity employer, dedicated to promoting a culturally diverse workforce. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, disability, or any other basis of discrimination prohibited by applicable local, state, or federal law.

How to Apply

Candidates must submit a cover letter, resume, and references to Kristi Barr, kbarr@littlerockchamber.com. Please include "Content Creator" in the subject line of the email.