



Job Title: Digital Content Creator & Coordinator

Location: Remote

Employment Type: Full-Time

Company: Clean Life Sciences (CLS)

About CLS

Clean Life Sciences is a family of brands dedicated to helping you feel good, and live a healthy life through clean, scientifically based products you can be proud to use, inside and out.

Our brands include:

LEANFIT® - LEANFIT® was first created in 2002 by fitness and nutrition expert, Richard Pierce. Fueled by his passion for helping people of all ages, abilities, and lifestyles eat better and feel better, he worked tirelessly on creating quality products that were not only efficacious, they also tasted great. Over 20 years later LEANFIT® is the #1 whey protein in Canada with a robust portfolio of nutritional supplements and protein products. Having found its way into households across the world and continues to stand for quality nutrition rooted in science, with no artificial colours, flavours, or gmos – it's simply great tasting protein that works!

bāsd - strong, confident, and beautiful, bāsd is here to celebrate you! bāsd is a range of plant-bāsd nutrition supplements to make you feel good, look good, and do good. we're here to cut through the bs, giving you products, you can be proud to use, without sacrificing what you stand for.

Overview

Join our dynamic marketing team as a Digital Content Creator & Coordinator, reporting to the Senior Ecommerce & Digital Marketing Manager. In this role, you'll be responsible for developing and managing digital content across various online platforms, ensuring it aligns with our brand's messaging and objectives. Your creative talents in content creation, graphics, videography, photography, and digital marketing will play a pivotal role in enhancing our online presence and engaging our target audience.

Primary Responsibilities

- Conceptualize and create visually engaging photo and video content for various digital platforms (Amazon, web, social media, ad channels, email, and more).
- Create a content calendar to plan and schedule content releases daily and weekly to maintain consistency.
- Develop and execute content strategy and conduct A/B testing.
- Support in crafting clear and compelling written content for ads, email campaigns, product listings, blog posts, and more.
- Design visually appealing graphics and maintain brand consistency.

- Collaborate with Marketing Coordinator to update social media accounts regularly with new content, including TikTok, Instagram, and any other relevant platforms.
- Stay up to date on new content tools, techniques, and best practices; monitor competitors and other social media or content leaders to see how we can improve content across CLS.
- Collaborate on performance marketing campaigns (paid search, paid social, etc.) and create content that supports business goals.
- Create and optimize video content for platforms like Amazon, TikTok, YouTube, and Instagram.
- Engage with our audience as on-camera talent and through voice-over.
- Track and analyze content performance, ensuring results are supporting business goals.

Required Skills and Qualifications

- 2+ years of digital content creation and marketing experience.
- Health & Wellness Industry experience (strong asset).
- Degree in Marketing, Business, Commerce, or Communications.
- Proficiency in graphic design and video editing tools (i.e., Adobe Creative Suite – Photoshop, Illustrator, InDesign, Premiere Pro).
- Experience with content creation, graphic design, videography, photography, and styling.
- Experience creating paid content for advertising platforms such as Facebook, TikTok, Google, YouTube, and Amazon.
- SEO and content optimization knowledge.
- Familiarity with email marketing platforms.
- Strong social media skills, including TikTok and Instagram content creation.
- Proven track record of creating viral and engaging TikTok and Instagram content (strong asset).
- Analytical and data-driven mindset.
- Strong communication and teamwork skills.
- Creative thinking and adaptability to emerging technologies and trends.
- Ability to meet deadlines in a fast-paced environment.

CLS must haves

You have a desire to achieve and grow as an individual

You have a passion for health and wellness

You have a sense of humour and love to have fun, but take responsibilities seriously

You are a team player, a win for the CLS team is a win for us all

We'd love to have you on our team, if interested please send your cv to info@leanfit.com