

HELP SNEAK CREATE MIND BLOWING CONTENT.

Date

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Job Title

Content Creator

Sneak Energy Ltd.

Queens House
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Manchester
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sneakenergy.com

Creative Director

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ABOUT SNEAK

Sneak Energy is a creative and dynamic brand, with a highly loyal and incredibly fanatical community of customers.

Built from gaming, cult film & TV, and general nerd culture Sneak has gone from 0 to 20m drinks sold in just 5 years – and we have no intention of slowing down. We're constantly innovating on flavour, bringing our customers one of the best tasting energy drinks on the market. We pride ourselves on our disruptive and viral approach to campaigns and creative, continually looking for new ways to entertain our customers (and ourselves).

THE ROLE

We're looking for an innovative and creatively ambitious Content Creator that can help us transform our social media content across various platforms. We've built a reputation for being unexpected and different, but it's fair to say that our social content doesn't always live up to that. That's where you come in. We need to make sure our social content is every bit as weird and creative as everything else we do. You're probably a bit of a creative powerhouse, and can turn your hand at anything. You've probably found that other brands or agencies don't quite know what to do with you. And you've probably felt quite frustrated by the lack of control you've had elsewhere. Let's make other brands' socials look boring by comparison.

The Content Creator will be responsible for the development and creation of social content concepts across our different channels, with a focus on Instagram and TikTok. This will vary between supporting content for our limited edition drops to BAU content, but everything we do should feel just as awesome and entertaining. The ideal candidate will be able to see a concept through from start to finish, using a combination of design, photography and videography. The emphasis is on making quick yet creatively interesting, funny or disruptive content rather than anything overproduced or polished. A proactive mindset is essential.

The Content Creator will report directly into the Head of Social, but will also work closely with the Creative Director and Creative Lead.

RESPONSIBILITIES

- Own the concepting, production and delivery of social content ideas across Instagram and TikTok.
- Stay up to date on social trends and production techniques, sharing these with the wider team
- Contribute to social channel content plans, highlighting content opportunities
- React quickly to cultural moments or social trends, keeping us at the forefront.
- Create our own culture. Following trends is fine, but we also need to lead.
- Be a voice of innovation and experimentation in the business, constantly looking for new and exciting ways for Sneak to get attention.

OUR IDEAL CANDIDATE WOULD:

- Have 3+ years experience (ideally either in house at a retail brand, or at an agency with FMCG clients) with a proven track record of content creation and social media management
- Have an experimental and creative mindset, with the ability to produce your own content across design, photography and videography
- Have the ability to move quickly from concept to implementation using a variety of different mediums
- Have a passion for social media, with previous experience in a fast-paced digital environment.
- Have experience in developing and implementing ideas across multiple social media channels, but specialising in Instagram and TikTok
- Have the ability to monitor and anticipate patterns and trends in social media.