**Digital Content Creator & Videographer**

**About The Role:**

Are you passionate about storytelling through captivating digital content? Do you have expert skills in videography, with a keen eye for detail and creativity? The 1:1 Diet is seeking a talented Digital Content Creator & Videographer to join our dynamic team. Reporting to the Senior Creative Manager, this role will be responsible for producing engaging multimedia content for various digital platforms, including social media, websites, apps, business updates, and digital advertising. Additionally, this role involves filming our quarterly business update videos with the Board and capturing content at key events and consultant trips. If you have a knack for visual storytelling and a passion for creating compelling content that drives commercial value, join us in bringing our brand to life in the digital sphere.

**Location:** Hybrid – occasional travel required for onsite and offsite shooting.

**Role Type:** Permanent, Full-time

**Key Responsibilities:**

* Capture and create engaging content for various digital platforms, including social media, website, app, and paid digital advertising.
* Produce high-quality multimedia storytelling content that informs, entertains, and engages our audiences, from pre-production and conceptualisation to shooting, editing, and post-production.
* Film, edit, and produce quarterly business update videos for board presentations and corporate communications.
* Collaborate closely with the marketing and communications teams to develop and refine digital content strategies that drive commercial value.
* Convert videography and photography captured in-house or at events to the appropriate format for different marketing channels, ensuring optimisation.
* Attend business and consultant events to capture and produce content for all marketing channels, ensuring timely delivery and relevance.
* Be an expert in the field of videography and photography, handling audio, video, lighting, pre-and post-production, editing, and more, to deliver high-quality content.
* Stay current with design and digital industry trends, developments, and new techniques, ensuring content remains relevant and effective.
* Evaluate content performance together with the marketing team and develop ongoing plans to improve engagement and digital KPIs, driving continuous improvement.
* Occasionally travel offsite and work after-hours for shooting when necessary, ensuring flexibility and adaptability to meet project needs.
* Bring capabilities in-house for production and post-production, including video filming, editing, animation, visual effects, and general design support.

**Am I the right person for this role?**

If you possess a strong creative flair, coupled with proficiency in videography, and digital content creation, you could be the perfect fit for this role. Strong attention to detail, creativity, and a passion for storytelling are essential, along with the ability to work collaboratively in a fast-paced environment. Experience in managing end-to-end content production processes and staying abreast of industry trends and best practices is highly desirable. Proficiency in software tools such as Adobe Creative Suite, as well as experience with video editing software, is essential for this role.

**About Us:**

The 1:1 Diet by Cambridge Weight Plan is a pioneer in personalised weight management, offering tailored nutrition solutions and dedicated support to help individuals achieve their health goals. As an Employee-Owned business, we deeply value innovation, collaboration, and the contribution of every team member in our journey to transform lives.

**Recruitment Process:**

After submitting your application, our team will review your details. Shortlisted candidates will be invited for an initial discussion, followed by a practical assignment related to video production. Final interviews, including a presentation to our marketing team, will take place at our headquarters in Corby.