



Position: Digital Creator for Hydrofoiling Shop and School

Based: Office in swansea / out on shoots on Welsh coast.

Overview:

Join our dynamic team as a Content Creator for our Hydrofoiling & SUP Shop and School. We are a leading establishment that specialises in hydrofoil equipment sales, lessons, and rentals. As a Content Creator, you will play a crucial role in developing engaging and compelling content to showcase our products, highlight our lessons, and promote our hydrofoiling community.

Responsibilities:

Content Creation:

- Produce high-quality visual and written content for our website, social media platforms, and marketing materials
- Create captivating videos, tutorials, and guides to showcase hydrofoil products, lessons, and rental experiences.

Social Media Management:

- Manage and grow our social media presence by developing and executing a content calendar.
- Engage with the International / UK hydrofoiling community, respond to comments, and foster a positive online environment.

Photography and Videography:

- Capture stunning images and videos of hydrofoil products in action, lessons, and rental experiences.
- Edit and enhance multimedia content to maintain a polished and professional aesthetic.

Collaboration:

- Collaborate with the owner to align content creation with overall brand strategy.
- Coordinate with hydrofoil instructors and shop staff to gather insights and create authentic content.

Content Strategy:

- Develop and implement a content strategy with owner that aligns with business goals, emphasising product sales, lesson bookings, and community engagement.

Stay Current:

- Stay abreast of industry trends, new hydrofoil technologies, and content creation best practices to ensure our content remains innovative and relevant.

Qualifications:

- Proven experience in content creation, preferably in the water sports or outdoor recreation industry.
- Proficient in photography, videography, and video editing software.

(photoshop / final cut / etc)

- Strong understanding of social media platforms and trends.
- Excellent written and verbal communication skills.
- Passion for hydrofoiling and water sports
- Creative / eye for detail
- Highly motivated
- Full Driving licence

Benefits:

- Competitive salary commensurate with experience.
- Initial contract for 2-3 days a week Extension possible for right candidate.
- Opportunity for skill development and career advancement.
- Discounts on hydrofoil products, lessons, and rentals.
- Work in a vibrant and supportive team environment.

How to Apply:

If you are passionate about hydrofoiling and possess the skills to create compelling content, we would love to hear from you. Please submit your digital portfolio, and a brief cover letter outlining your relevant experience and enthusiasm for the role to [\[mail@foilsurfing.co.uk\]](mailto:mail@foilsurfing.co.uk)

References: Personal & Professional please

Deadline for Application: [January 15th/2024]

Cor Watersports is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.