

**TikTok Content creator**

Volunteer – 5 hours a week

Availability: Present – 30th January 2023

**Job Summary**

As a launchpad for social ventures, EDGE serves founders of purpose-driven organizations at the early stages of their development. No matter what impact they seek to achieve, our founders work to balance the triple bottom lines of people, planet and profit. EDGE is committed to growing social impact ventures in the Peel and Halton regions and beyond. We’re creating a thriving community of social entrepreneurs who are tackling community challenges locally and globally. We’re on a mission to amplify impact by weaving a rich network of founders and purpose-driven community and industry collaborators.

Are you glued to your phone? Can you create videos? Are you creative? Do you live, breathe, and LOVE social? If so, this post is for you.

We're looking someone who is experienced with TikTok, video reels, photography and videography. This is an exciting opportunity for someone who lives to create fun, original and attention-grabbing content, and who has an understanding of the TikTok platform. Working closely with our marketing team, you will get to own the content creation process from generating ideas, to filming, editing and publishing weekly content. The ideal candidate is ambitious, self-sufficient at creating content, and full of ideas!

**Responsibilities**

* Strategizes and manages video reels, TikTok content and photography for day-to-day social and upcoming campaigns
* Create relevant social media content by capturing and editing photos, videos, and digital designs.
* Build social media following and engage with posts in a quick and timely manner
* Engage with our audience and other creators from the brand’s voice
* Understand and share performance metrics on a weekly basis
* Keep up to date with the latest TikTok and new platform trends, and share learnings
* Participate in regular content brainstorms

**Skills**

* Experience in creating social media content is an asset
* Videography & Editing experience is significant
* Experience as a TikTok/IG user and content creator with knowledge of what garnishes engagement & views on the platform.
* Experience in everything related to creating content for socials (ideating, storyboarding, scripting, etc.)
* Must be creative, over-the-top with the ability to relate to our audience
* Must be able to work diligently in a fast-paced environment
* Has great organizational skills and attention to detail.

**Benefits of working with us**

* Letter of recommendation
* Testimonials
* Connections/Networking Opportunities

If you are interested in this position, then please send your resume to edge@sheridancollege.ca