

Content Creator (Photo/Video & Short-form Content) - Job

Description

Job Title: Content Creator (Photo/Video & Short-form Content)

Reports to: Creative Director / Founder

Collaboration With: Social Media Manager & Content Writer

Location: Hybrid (Office + Field Content Shoots)

Salary Range: ₦100,000 - ₦150,000/month

Employment Type: Full-time

Role Summary

You'll be the visual storyteller bringing The Yuolo Solutions' five service verticals to life through engaging photo and video content. From capturing behind-the-scenes moments to creating trend-driven short-form videos, you'll translate our hospitality services into compelling visual narratives that drive engagement and conversions across digital platforms.

Key Responsibilities

Content Creation & Production

- Shoot, edit, and optimize short-form video content (Reels, TikTok, YouTube Shorts) for maximum engagement
- Capture high-quality photo and video content during service deliveries and partner location visits
- Create service demonstration videos and lifestyle content showcasing our five verticals
- Develop behind-the-scenes content that highlights our service quality and customer experiences

Strategic Collaboration

- Work closely with Social Media Manager to align visual content with overall content strategy
- Participate in creative brainstorming sessions for campaigns and content series
- Coordinate with operations team to schedule content capture during service deliveries
- Maintain consistent visual branding across all content formats

Technical & Operational

- Organize, archive, and manage content library for easy access and repurposing
- Stay updated with emerging content trends and platform-specific best practices
- Ensure all equipment is maintained and ready for field shoots
- Optimize content for different platforms and audience behaviors

What We're Looking For

Required Skills & Experience

- Proven proficiency in video editing tools (CapCut, Adobe Premiere, InShot, or equivalent)
- Strong camera operation skills and basic photography expertise
- Portfolio demonstrating successful short-form video content creation
- Deep understanding of Instagram Reels, TikTok, and YouTube Shorts platforms
- Experience with field production and on-location content capture

Ideal Candidate Profile

- Visual Storyteller: Naturally sees compelling narratives in everyday moments
- Trend-Aware: Always knows what's working in short-form video landscape
- Adaptive Creator: Comfortable shooting in various locations and conditions
- Quality-Focused: Attention to visual details and production quality
- Team Collaborator: Works effectively with writers and social strategists

Portfolio Requirements

- Examples of short-form video content with performance context
- Demonstration of visual storytelling across different content types
- Evidence of platform-specific optimization skills

What We Offer

- Creative freedom to build our visual identity from the ground up
- Opportunity to work across five exciting hospitality service verticals
- Professional equipment and support for field production
- Collaborative environment with experienced marketing professionals
- Portfolio-building projects with tangible business impact

Growth Opportunities

- Develop expertise in hospitality and service industry content creation
- Advance to Senior Content Creator or Video Producer roles
- Build specialized skills in multi-platform content strategy
- Grow into content team leadership positions