

JOB DESCRIPTION

Content Creator Executive

Department	Creative
Reports To	Creative Director
Supervises	

JOB PURPOSE

The Content Creator Executive is responsible for developing and executing high-quality content strategies across multiple platforms to enhance Transpose Communications' visibility, engagement and brand positioning. The role requires creativity, strategic thinking and strong storytelling skills to deliver compelling content aligned with business objectives.

KEY RESPONSIBILITIES

- Create and edit engaging content for all digital platforms
- Coordinate and maintain the content calendar, ensuring timely execution of posts and campaigns
- Conduct market research and analyse audience trends to inform content creation
- Work closely with design and account teams to produce visually appealing, brand-aligned content
- Create internal and external-facing content with accuracy and professionalism
- Respond to content-related queries promptly and escalate issues where necessary
- Monitor and respond to comments and messages on social platforms
- Administer audience engagement activities (polls, surveys, feedback forms) and ensure maximum participation
- Track content performance and prepare reports on engagement metrics
- Uphold confidentiality and compliance with internal policies, copyright laws and organisational standards

KNOWLEDGE, SKILLS & COMPETENCIES

- Proficiency in Microsoft Office Suite and social media platforms
- Basic knowledge of design tools (e.g. Canva, Photoshop) and video editing tools
- Strong writing, editing and storytelling ability with attention to detail

- Excellent communication, collaboration and time-management skills

- Ability to handle multiple tasks with a proactive, problem-solving attitude
- Adaptability in a fast-paced environment