**Full Stack Social Media & Content Creator**
**Maywild Venues – Illawarra Region, NSW**

Are you obsessed with **TikTok**? Do you spend your free time watching Reels and thinking, "I could do that better"? If you have a passion for content creation, an eye for what's trending, and a love for the social media grind, then we want to talk to you!

**Maywild Venues** is looking for a talented and enthusiastic **Full Stack Social Media & Content Creator** to manage the social presence for our stunning collection of venues. You'll be the creative powerhouse behind our platforms, focusing on driving engagement and growth through high-quality, on-trend video and static content.

**What You'll Be Doing:**

This role is for a true **social media lover** who thrives on creativity and engagement. Your primary focus will be on the platforms where video reigns supreme:

- **Trend-Spotting & Content Creation:** Adore jumping on trends? You'll be responsible for brainstorming, filming, and editing original content with a strong emphasis on **TikTok and Instagram Reels**.
- **Full-Stack Management:** Own the content process from ideation and scheduling to posting and analysis across all our social platforms (Instagram, TikTok, Facebook, etc.).
- **Caption King/Queen:** Craft engaging, clever, and on-brand captions that convert views into interactions.
- **Strategy & Ideation:** Come up with new, innovative ideas to continuously refresh and grow our social presence and reach.
- **Venue Visits:** Travel between our beautiful venues to capture unique content that showcases the atmosphere and experiences we offer.
- **Reporting:** You will **report directly to our Brand Delivery Manager**, who will oversee your strategy, provide feedback, and support your growth.

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**Exclusive Commitment:**

To ensure total focus and dedication to the Maywild Venues brand, the following are **strictly non-negotiable**:

- We are **not** seeking a social media management company or agency; this is a direct employment opportunity.
- You **cannot** be an existing vendor or supplier within the wedding or events industry.
- You **cannot** be employed or engaged in a social media, content creation, or similar capacity for any other business or brand during your employment with Maywild Venues.

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**What We're Looking For:**

- **Illawarra Based (Essential):** You **must be located in the Illawarra region** as this is a full-time, **in-person** position.
- Proven experience in content creation, specifically with **short-form video (Reels/TikToks)**.
- Expert-level knowledge of social media trends, features, and best practices.
- Strong filming and editing skills using mobile and/or professional equipment (show us your portfolio!).
- Excellent written communication skills for writing creative, compelling captions.
- A proactive, energetic, and highly organised approach to managing multiple venue accounts.
- Reliable transport for travel between our venues is required.

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**Performance & Growth (KPIs):**

Your success will be measured by your ability to consistently create and post high-performing content that drives our visibility and engagement. Your Key Performance Indicators will include:

| Metric | Target |
| --- | --- |
| Weekly Posts Scheduled | Consistent weekly posting schedule per venue property |
| Total Video Views | Achieving weekly growth in total video views (Reels & TikTok) |
| Weekly Follower Count | Demonstrated weekly growth in follower count across key accounts |
| Weekly Views per Social Account | Maintaining or increasing the average weekly views on each social platform |
| Weekly Interactions per Social Account | Driving an increase in weekly likes, comments, shares, and saves |

**Why Join Maywild Venues?**
We are a growing, dynamic company with stunning properties and a fun, supportive team environment. You'll have the creative freedom to truly own our social media voice and play a critical role in shaping our brand's online identity, all while receiving direct guidance and mentorship from our **Brand Delivery Manager**.
**Ready to turn your social media obsession into a career? Apply now!**