



Content Creator

Reports to: Director of Marketing and Public Relations
Department: Marketing

Full Time Position

Content Creator Position Overview:

This is technical and administrative work in the creation, implementation, and oversight of the use of content (graphics, video, copy, etc.) for the VBC's marketing and communication efforts. Work involves graphic design (static and motion), video creation, social media support, in-house documentation design and updates, e-blast support, and customer service feedback. Additionally, this person will work with Event Managers to maintain current and accurate content for digital wayfinding signage and room calendars/schedules. Other tasks will include assisting with signature events, and supporting lessee's, sponsor's, and tenant's graphic needs as needed.

Qualifications and Necessary Special Requirements:

Bachelor's degree in Digital Media, Communications, Marketing, Graphic Design, or related field from a college or university accredited by a regional accrediting agency recognized by the U.S. Department of Education. Experience in creating video and graphics (examples required), as well as creating social media content on a professional level. Signage experience is a plus. Qualified candidate will be proficient in the use of Adobe Creative Suite (specifically Premier Pro, InDesign, Illustrator and Photoshop), and be knowledgeable on current social trends/platforms (specifically TikTok and Reels). This person will be expected to maintain a professional and positive demeanor at all times and will routinely communicate with all internal departments, clients, partners and Board of Control members. This position requires someone with strong time management skills (capable of prioritizing tasks and meeting deadlines), an ability to work both independently and effectively within a team, possess a keen eye for detail with a focus on brand consistency and quality.