

Title	Content Creator (Fixed Term)
Location	Lind & Lime Gin Distillery, Leith, Edinburgh
Reports to	Head of Brand Growth
Contract	12 months
Hours	Part-time, 0.8 FTE (with the possibility to move to full-time)
Salary	£28k, pro-rata (actual £22.4k) - DOE

About Us

Our company values are at the foundation of everything we do.

- We focus on products that we love.
- We're realistic.
- We keep our conscience clear.
- We achieve everything as a team.
- We deal with the difficult stuff first.
- We spend our money on the right things.
- We invite our friends to parties.

From a single person in a garden shed, our company has grown into a multi-site business with a portfolio of distinctive brands and a passionate, talented team behind them.

Lind & Lime Gin is demonstrating strong, sustainable growth in the UK and abroad, while Port of Leith Distillery has become one of Edinburgh's most exciting new visitor destinations, with our single malt release on the horizon. We continue to launch innovative products in our Leith Bond range, and this year we have opened a new venue, Whisky Quay Bar, in the centre of Edinburgh. We have so many stories to tell, and capturing those stories is an essential and increasingly complex undertaking.

The Role

We are looking for a passionate, proactive and creative individual to join our small marketing team as a Content Creator. Content is at the heart of this role. Most days you will be filming, editing and writing up stories from across the company, publishing them primarily on social media, and occasionally on our website and email marketing channels.

You will work across multiple brands and venues: Lind & Lime Gin, Leith Bond, Port of Leith Distillery and its bar, and Whisky Quay Bar. You will work closely with our Marketing & Digital Executive and also collaborate with colleagues in Visitor Experience & Retail, Sales,

Design, and Hospitality, so that everything we do is captured and shared in a compelling way with customers across our digital channels.

Because we are a small team, there will sometimes be opportunities to get involved in other areas of the business, such as attending trade events around the UK, supporting tastings and activations, and capturing content on location. This may occasionally involve travel and some evening or weekend work.

Key Responsibilities

- Work closely with the marketing team to identify the key events, themes and stories to be captured each month.
- Plan, film and edit video and photo content for all our brands, with social media as the priority.
- Support wider brand strategy with social media campaigns from idea to execution.
- Write copy in line with each brand's tone of voice and guidelines.
- Grow our presence on Instagram, Facebook and LinkedIn, and develop content for newer channels such as YouTube and our website, building a digital ecosystem that draws in a range of audiences.
- Lead community management across all platforms, building meaningful audience engagement.
- Coordinate content creation across all brands, including organising and briefing external photographers and shoots where required.

Essential Skills

- Experience creating engaging, high-quality video content.
- Working knowledge of video editing software.
- Strong writing skills, with the ability to write engaging social copy.
- Highly personable, with the ability to work effectively across departments.
- Ability to understand and communicate multiple brand identities, maintaining a consistent tone of voice across all digital channels.
- Creative thinking and an interest in what makes content perform well.

Desirable Skills

- Confidence in creating short-form, social-first content using lightweight editing tools.
- Experience using social media scheduling and publishing tools.
- Basic knowledge of website platforms and email marketing tools.

- Passion for the drinks industry, with knowledge of the Scotch whisky or gin market an advantage.

To Apply

Please send your CV and cover letter to jobs@mucklebrig.com. Please include examples of your previous work if you can, such as a showreel, portfolio or social channel.

Application Deadline: **Monday 9th November**