

Social Content Creator

Location: Cardiff / Hybrid

Salary: DOE

Contract: Full-time, permanent

Reporting to: Account Managers (client work) and Managing Director (Equinox brand)

Core purpose of the role

To deliver **dynamic, high-quality digital content** across both public and private sector accounts, supporting Equinox's ambition to set the highest standards in **earned media, influence, and audience engagement**.

This role is for someone with a genuine **finger on the pulse of social media** — who understands not just how content looks, but **why it works**, how audiences think, and how behaviour changes across platforms.

Clarification: this is **not** a videographer role producing cinematic, high-spec footage. We are seeking someone who combines creative storytelling with practical content creation skills – creating effective social media assets using smartphones and complementary tools, equipment and software.

The role

This is a **senior executive-level content role**, embedded across multiple client accounts. You'll work closely with Account Managers to support campaigns, day-to-day delivery, and creative development — while also contributing to Equinox's own brand and marketing activity.

This is *not* a traditional Account Executive role. The focus is on **creative thinking, content creation, and strategic social delivery**, rather than admin-heavy account support.

How your time will be split (roughly)

- **70% – Client account support through content**
 - Social media content creation – using smartphones and supporting equipment (provided)
 - Social media listening
 - Creator and influencer engagement
 - Wider digital content (e.g. website copy, e-newsletters)
 - Supporting delivery of training and courses
 - Creative input into existing and new client opportunities.
 - **20% – Equinox brand & marketing**
 - Leading Equinox's own digital presence
 - Reporting directly to the MD on agency marketing activity.
 - **10% – Admin**
 - Light admin to support delivery e.g. social media analyses and reporting, evaluation.
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Key responsibilities

- Creating **engaging, platform-appropriate social content** for predominantly Instagram, Facebook, LinkedIn and TikTok and YouTube
- Leading on **organic social**, with some exposure to paid social where appropriate
- Producing video-led native channel tools (IG Reels, TikTok, YouTube Create) and/or video editing software
- Producing brand kits and complementary content on Canva
- Writing strong digital copy that aligns with tone, audience and objectives
- Working across multiple accounts including:
 - STAEDTLER Teachers' Club
 - BESA
 - Wales Climate Week
- Collaborating with Account Managers to deliver campaigns and day-to-day activity
- Contributing creative ideas and content formats for pitches and new business
- Keeping up to date with platform changes, trends, features and functionality
- Testing, learning and adapting when content doesn't perform as expected.

What we're looking for

Essential

- Proven experience creating **strategic social media content** for organisations, brands or campaigns
- Deep understanding of **what makes people engage, share and respond**
- Strong creative thinking — not just execution
- Confident using Canva and video editing tools
- Excellent written communication skills
- Ability to work across multiple accounts and priorities
- A genuine passion for social media — you consume it, analyse it, and enjoy experimenting.

Strongly preferred

- Welsh language skills (spoken and written)
- Experience working with public sector or purpose-led organisations
- Agency or multi-account experience
- Basic understanding of paid social and performance metrics
- A driver's licence and access to a car.

What this role is *not*

We're **not** looking for someone who:

- Only creates aesthetically pleasing content for their own personal channels
- Thinks good social is about pretty visuals rather than audience psychology
- Repeats the same formats without questioning performance
- Needs rigid briefs to do good work.

We **are** looking for someone who:

- Thinks deeply about audiences and behaviour
- Loves experimenting with new features and formats
- Actively adapts when something isn't working
- Is excited by social media and where it's heading.

Progression

This role is designed for someone happy to operate as a **specialist senior executive**, supporting account teams and raising creative standards.

There is scope to grow into a **managerial role** in future (with executive/junior/apprentice support), where business needs allow — but progression is not dependent on moving into account management.

How to apply

To apply, please send your CV and a cover letter to helen@equinox.wales by **30 January 2026**.

If you'd like an informal chat about the role before applying, feel free to reach out.

Interviews will be scheduled throughout **February 2026**.
