

Skyland Solutions
Visual Content Creator (Video + Graphic Design + Photo)
Part Time Employee (15-20 hours per week)

Objectives

Skyland Solutions is seeking a creative, detail-oriented Visual Content Creator with a strong eye for engaging content design and visual storytelling. This role is focused on bringing content strategies to life through short-form videos, photos, and branded digital assets for Skyland Solutions and our clients.

About Us

[Skyland Solutions](#) is a messaging-first marketing agency working with small businesses who lead with their values. Landing somewhere between a traditional digital marketing agency and fractional marketing director, we create effective marketing strategies and then provide the appropriate implementation support to actually make them happen.

At Skyland Solutions, we value:

- Finding Joy Every Day. We try to make work fun and also make sure that our team has time to do what they love when they're not working!
- Courageous Action. We don't let perfectionism get in the way of moving forward and we embrace our mistakes.
- Taking Up Space and Making Space. We invite everyone to bravely show up as their authentic selves and work to ensure that everyone has a seat at the table.
- Doing Work that You're Proud Of. We want to end every day feeling good about what we spent our precious time doing.
- Clarity and Truth. Good communication and great storytelling informs our work and how we do it.

Responsibilities

The Visual Content Creator supports the implementation of content strategies and marketing campaigns. In this position you will be primarily responsible for designing, editing, and publishing visual content that aligns with various brand guidelines, supports marketing goals, and feels current, clear, and engaging across multiple platforms. You will also be responsible for capturing and editing photo and short-form video footage on an iPhone. All content strategies, content ideas, and copywriting will be led by the CEO; this is very collaborative work with a focus on implementation.

The Visual Content Creator will work remotely 75% of the time and will work in person with the CEO and clients in the Asheville area on predetermined dates for onsite client shoots and project work. Applicants living within 25 miles of Asheville are preferred.

This includes activities such as:

- Capturing and creating high-quality visual content for social media, newsletters, and other marketing activities
- Image and/or video selections to support the storytelling objectives of each piece of content
- Creating simple graphics in Canva using predetermined templates and appropriate visual brand guidelines

- Creating marketing emails in Mailchimp, Flodesk, or another platform using predetermined templates and appropriate visual brand guidelines
- Creating reels using provided images and video clips as well as content that you capture
- Posting/scheduling social media content and email marketing
- Gathering predetermined analytics to add to performance reports

Skills

The ideal candidate will have outstanding visual content creation skills, enjoy doing work that is creative and thoughtful, an ability to work effectively with minimal oversight, confident written and verbal communication skills, a high degree of computer literacy on multiple platforms, ability to figure things out, and a willingness to speak up with their own ideas and recommendations to help Skyland Solutions and our clients meet our ambitious growth objectives.

This role is for you if:

- You love turning ideas into scroll-stopping visuals and polished video content
- Your creativity is not stifled by a framework
- You appreciate direction but don't need step-by-step instructions to get something done
- You are a growth-oriented self-starter who enjoys working with small and scrappy teams
- You're excited to come into a small business and help create systems that increase efficiency, profitability, and the enjoyment of our work
- You're not afraid to ask for clarification, more direction, or help when you need it
- You are familiar with tools like CapCut and Canva, and have professional experience using social media platforms like Meta and TikTok
- You consider yourself up to date on trends in content marketing and social media
- You are generally tech and internet savvy and have experience sourcing assets for high performing social media content
- You can confidently edit and post a high performing reel in under an hour
- You would describe yourself as "very online"

Compensation

This is a part-time, hourly, non-exempt position. The pay range for this position is \$25 - \$32 per hour, based on experience. We are currently seeking someone who can dedicate 15-20 hours per week to this role (at least 75% during core business hours) with an option of increasing support as the company continues to grow. We offer flexible scheduling, PTO, and a health care stipend to all employees. Employees who are with the company for at least 6 months are eligible for bonus payouts aligned with the growth goals of the company.

The Visual Content Creator will work remotely most of the time, and will be required to work onsite in the Asheville area a few times per month for client support or strategic team meetings. Candidates must live within a 50 mile radius of Asheville to be considered.

Skyland Solutions is an Equal Opportunity Employer. We do not discriminate against any individual or groups based on age, disability, gender, national origin, race, religion, sexual

orientation, or veteran status. Skyland Solutions values candidates who offer unique perspectives and understanding of issues impacting groups traditionally underrepresented in marketing and communications. Applying does not constitute a promise or guarantee of employment.

How to Apply

To apply, submit your resume and draft one social media post telling us about something that sparks joy for you to our [google form here](#).