

SOCIAL MEDIA CONTENT CREATOR + STORYTELLER

If interested please email your resume + cover letter to info@poppysbrooklyn.com

Overview:

We're looking for a creative content creator to partner directly with the founder, Jamie, to bring Poppy's story and key brand narratives to life across social platforms (primarily Instagram). This role is hands-on in both content creation and strategic storytelling - from shooting and editing, to scheduling and publishing, to analyzing results and evolving formats.

Responsibilities:

- Content Production
 - Collaborate directly with Jamie to execute against assigned content calendars.
 - Be on-site 1–2 days per week to shoot content (photo + video) aligned to brand storytelling.
 - Edit and deliver 16 high-quality vertical video edits (~15 seconds each) monthly and accompanied content captions.
 - Ensure content feels authentic, creative, and consistent with Poppy's brand voice.
- Publishing & Scheduling
 - Own the scheduling and publishing of content across platforms
 - Manage asset organization and ensure content deadlines are consistently met
- Creative Development
 - Bring a storytelling lens to all content - not just "posting" but creating engaging narratives that reflect brand narratives
 - Proactively suggest new content formats, series ideas, and ways to engage the community.
 - Stay up to date on trends and adapt them to fit Poppy's voice and brand.
- Performance & Reporting
 - Track performance of content, analyze what's working and what's not.
 - Deliver monthly reports with insights and recommendations for improvement.
 - Partner with Jamie to continually refine content strategy based on performance and goals.

Deliverables:

- 16 edited video assets (~15 seconds each) and captions per month
- Monthly content calendar execution and publishing
- Monthly performance report with insights + recommendations

Budget:

- \$2,500/month

What We're Looking For:

- A creative storyteller who preferably loves food and is as comfortable behind the camera as in the edit bay.
- Someone collaborative and proactive, who thrives working directly with a founder.
- A balance of creative vision + strategic thinking - can create content *and* measure its impact.