



Me:Mo | Social Media Content Creator

Who We Are:

Me:Mo is a 40 strong team of digital marketing specialists, social media experts, seasoned PR professionals, and innovative content creators. We work with top-tier restaurant brands and dynamic independents, shaping their communication strategies and helping them stand out in a competitive market.

We pride ourselves on a vibrant company culture, with regular team gatherings, perks, a strong work/life balance and professional development opportunities that foster both personal and career growth.

The Role:

The **Social Media Content Creator** will report to the Head of Social & Creative, taking ownership of developing and executing creative campaigns that align with client objectives in the hospitality sector.

With a passion for social media and a flair for creating lo-fi, engaging content, this role demands a creative storyteller who can ideate, shoot, and collaborate with high-production teams to deliver impactful campaigns. Exceptional copywriting skills, an eye for detail, and a strong understanding of social-first strategies are essential. In addition to content creation, this individual will play a key role in managing client relationships, sharing insights, content calendars, and performance reports to ensure results-driven success.

As a collaborative team player, they will thrive in coordinating across departments, contributing to the agency's growth while staying at the forefront of industry trends.

This position will play a pivotal role in the creative output of the agency, encompassing but not limited to:

Key Responsibilities:

- **Creative Campaign Ideation:** Develop innovative social media campaigns aligned with client objectives, combining a deep understanding of brand goals with creativity to produce impactful strategies.
- **Lo-Fi Content Creation:** Shoot and produce engaging, on-brand lo-fi content that resonates with audiences and complements client campaigns.
- **High-Production Content Briefing:** Oversee ideation for high-res shoots including creator recommendations, budgeting, mood board and creative brief. Oversee creative direction on shoot.
- **Client Collaboration:** Pitch creative ideas to clients alongside social media ma



- **Trendspotting & Industry Expertise:** Stay ahead of evolving social media trends, platform updates, and hospitality industry developments, contributing fresh ideas and new content formats to agency projects.
- **Organisational Excellence:** Ensure smooth project management with meticulous attention to detail, meeting tight deadlines while maintaining the highest quality of work.
- **Performance Tracking & Optimisation:** Monitor and analyse key metrics, using insights to refine strategies and experiment with new approaches for improved engagement and results.

Why Join Us?

At Me:Mo, you'll have the opportunity to shape the voice of hospitality's biggest names while thriving in a culture that celebrates creativity, team spirit, and growth. If you're passionate about social media, driven to set industry trends, and ready to make a meaningful impact, we'd love to meet you.

Join us and lead the evolution of social media in hospitality.