



# Creative Team, Social Media Content Creator

## Who We Are

MeMo is a dynamic, 40-strong team of digital marketing specialists, social media experts, PR professionals, and content creators. We collaborate with top-tier restaurant brands and ambitious independents, shaping their narratives and elevating their presence in an increasingly competitive market.

We pride ourselves on a culture that fosters innovation, collaboration, and excellence, offering a strong work-life balance, professional development opportunities, and an environment where bold ideas thrive.

## 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
- **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.

### Salary & Benefits

- Competitive salary, dependent on experience
- Hybrid working from our West London office
- CODE Membership (industry perks and discounts)
- Flexible working hours
- Paid Birthday Day Off
- MeMoment – monthly employee reward scheme
- Summer Fridays
- Two annual socials – Summer and Christmas

### Why Join Us?

At MeMo, you'll have the opportunity to lead impactful, commercially driven campaigns for some of hospitality's most exciting brands. You'll work alongside a talented, supportive team in an agency that values creativity, collaboration, and professional growth.

Join us and take the next step in shaping the future of hospitality marketing.