



MeMo | Social Media Content Producer

Who We Are:

MeMo is one of London's leading hospitality PR and communications agencies, shaping the narrative for some of the most exciting restaurants, bars, hotels and lifestyle brands.

We deliver strategy-led, 360° communications spanning press & influencer, social & content, and digital marketing for some of the biggest names in the industry including GAIL's, Pizza Pilgrims, Roti King, Donutelier, The Pig Hotels and more.

Entrepreneurial, creatively relentless and deeply embedded in the industry, we produce work that is both culturally relevant and commercially impactful.

The Role:

We are looking for a highly skilled **Social Media Content Producer** with a strong focus on **videography and/or photography** to join our growing Social & Creative team.

This role represents a key part of MeMo's continued growth in social and content, playing a central role in defining the visual standard of the agency and the brands we represent.

This is a hands-on, visually-led role for someone who can produce **premium, high-resolution content**, while also understanding how that content performs across social platforms. You will take ownership of content production across multiple client accounts, delivering work that is both creatively exceptional and commercially effective.

What a Typical Week Looks Like:

- Shooting high-end content across London's leading restaurants, bars and hotels
- Editing and delivering social-first assets at pace, using a mix of traditional and AI-powered tools
- Collaborating with the social team on campaign ideas and content calendars
- Leading or supporting larger shoots, working alongside creators and production teams
- Identifying visual and cultural trends, and translating them into brand-relevant content
- Reviewing content performance and refining creative output accordingly

What the Role Involves:

- **Concept & Ideation:** Develop visually-led content ideas aligned with brand and campaign objectives, contributing to creative direction across accounts
- **Production:** Capture and produce high-resolution photography and/or videography, with a strong focus on lighting, composition and premium finish

- **Post-Production & Editing Excellence:** Own the full editing process including colour grading, sound, pacing and formatting, delivering polished, platform-ready assets. Adobe Creative Suite (Premiere Pro, After Effects, Lightroom/Photoshop), CapCut or equivalent is essential
- **Social Adaptation:** Translate content into platform-specific formats, with a strong understanding of hooks, captions, covers/thumbnails and how creative choices impact performance
- **Creative Direction:** Lead and support larger campaign shoots from mood boards and briefing through to on-site direction and delivery
- **Client Collaboration:** Act as a key day-to-day creative contact for clients confidently presenting ideas, leading conversations and responding to feedback
- **Performance & Optimisation:** Use platform insights and performance data to refine content, improve engagement and inform future creative direction
- **Trend & Cultural Awareness:** Stay ahead of visual, cultural and platform trends within hospitality and lifestyle, applying them in a way that feels both current and on-brand
- **AI & Workflow Innovation:** Leverage AI tools to enhance ideation, streamline editing workflows and optimise output while maintaining a strong creative and brand-led perspective
- **360 Integration:** Working with the broader team to deliver content that compliments the full marketing mix from PR campaigns to compelling digital. A knowledge of content optimised for paid campaigns is an advantage

What Success Looks Like in This Role:

- Delivering consistently high-quality, brand-ready visual content across multiple clients
- Elevating the overall creative standard of the agency's social output
- Owning projects from concept through to delivery with minimal oversight
- Producing content that not only looks exceptional but drives measurable engagement and results
- Becoming a trusted creative partner to both internal teams and clients

What We're Looking For:

- 2–5 years' experience in content creation, with a strong portfolio showcasing **high-resolution photography and/or videography**
- Proven experience shooting in hospitality, food, drink or lifestyle environments preferred



- Strong technical expertise across camera equipment, lighting and editing workflows
- Advanced editing skills across both desktop and mobile (Adobe Premiere Pro essential; After Effects or motion a plus)
- Strong understanding of how content performs across platforms, particularly Instagram and TikTok
- Ability to balance high-production content with reactive, lo-fi social content
- Experience using AI tools to support content creation, editing or workflow efficiency
- Confidence working independently on shoots and collaboratively within a wider team
- Comfortable operating in a fast-paced, client-facing environment, managing multiple projects and stakeholders
- Strong creative instincts, attention to detail, and a genuine passion for hospitality, food, drink and culture

Why Join Us?:

- Hybrid working with flexible core hours
- Laptop and phone provided
- Generous annual leave: 22 days + bank holidays + birthday off + office closed
- Christmas-New Year + TOIL scheme
- Summer Fridays: 4pm finishes
- Clear progression pathways with ambitious agency growth plans
- Regular socials (two annual all-agency events, department gatherings, client events)
- Perkbox membership (wellbeing tools and lifestyle discounts)
- Monthly employee recognition scheme with prizes
- CODE membership (exclusive offers at 600+ UK restaurants, bars & hotels)
- Opportunity to thrive in an ethical, ambitious, and supportive team

Final Note:

Please include a portfolio with your application. Join us and lead the future of social media in hospitality.