

# United Arab Emirates Jobs Expertini®

## Content Creator

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Company: Hill+Knowlton Strategies

Location: United Arab Emirates

Category: healthcare-practitioners-and-technical

### About Hill & Knowlton

Hill & Knowlton is the global strategic communications leader for transformation. We help brands, businesses and leaders build reputation, manage risk, and create breakthrough opportunities for growth. Founded in 1927, today's Hill & Knowlton operates 70 offices in over 30 countries, providing advisory, public relations and creative solutions to local and global clients. Our global team offers integrated strategic services, grounded in deep sector expertise, and enabled by creativity and intelligence. Headquartered in New York, Hill & Knowlton is part of WPP, one of the world's largest communications services groups.

### The Role

Utilize your skills and creativity to produce original and high-quality creative content against client briefs, working with colleagues and clients.

Shape a strong understanding of the earned-first approach and have the ability to craft content and campaigns with impactful brand storytelling.

### Client

Ability to take and understand a brief from the clients or team members, with a clear understanding of project/campaign strategy

Ability to coordinate with the team to ensure all pre-production tasks such as location permits, equipment and crew passes are finalized and ready for the shoot.

Ability to handle a small production project and ensure smooth execution on the shoot, manage schedules, and client interactions on set.

Solve any unforeseen technical challenges or issues that arise during the shoot, ensuring minimal impact on the quality and timeline.

Ensure the final deliverable is handed over to the client in the requisite formats and within the agreed timeline.

Be involved in feedback sessions with the client and facilitate necessary revisions in a timely and efficient manner.

Establish communication with internal teams and clients to ensure alignment and provide status updates on content creation processes when needed

Begin to guide clients through basic technical aspects of content creation with some support

Work towards enhancing presentation skills, participating in both internal and external presentations.

Explore, understand, and share the latest trends and tools in content creation with your team.

Be actively engaged in expanding your understanding of content creation on social media, production, and experiential marketing.

Be part of the FEED process in partnership with senior Studio team and Creative Strategists

Proactive approach to understanding and learning client business and industry

Challenge yourself and your team to find innovative, thought-provoking and 'Earned First' approaches to client briefs and opportunities through creating trendy and quick content across different platforms.

Understand how production content plays a role in the overall Content & Publishing mix

Ability to put together a draft creative treatment.

## **Commercial**

Start to co-lead with other creatives small size clients, with minimal guidance from SADs/ACDs/CDs

Work on new business opportunities with client team and Studio teams, taking responsibility for leading small size opportunities

Understanding creative, production budgets and resourcing.

Focus on ensuring client satisfaction by delivering content that not only meets but, where possible, exceeds their expectations.

Learn about vendor selection, understanding how to choose partners that align with creative goals and budgets.

Start understanding of Studio budgeting process e.g., approvals, scoping, developing concepts to a budget, production budgeting.

Ability to connect with equipment rental houses and get costs

Work to a schedule and production budget, be able to prioritise, remain calm under pressure.

Able to juggle projects and utilise time between production projects

### **People & Culture**

Develop collaborative relationships with team members

Work closely with the Studio leadership to support ongoing success of the studio

Build strong relationships across the agency

Act as an H&K ambassador internally and externally

Be familiar with H&K social media and professional practices, and complete Maconomy on a weekly basis

### **Technical for Content Creator**

Proficiency in video editing software such as Adobe Premiere Pro

Photography skills and knowledge of photography equipment

Operate a range of video equipment, including cameras, lighting, and audio devices to shoot high-quality footage.

Edit raw footage and post-production material using various software tools to create

polished, final products.

Ability to work with Adobe suites (photoshop)

Start understanding of Adobe suites (aftereffects)

Ability to work with team members to develop small to medium campaigns with strong earned first and storytelling skills

Seek and share inspiration from the industry, films, arts, culture, news, thought leadership etc.

Technical understanding of current and emerging social media platforms to drive campaigns and ideation

### **Personal Development**

We believe that true learning requires self-motivation and curiosity. You are encouraged to explore all aspects of society to learn, grow and inform your outlook. You are expected to:

Establish a sector or discipline or specialism area of expertise, and seek to continually upskill in this area and share expertise across The Studio

Consistently attend training courses arranged by P&C or recommended by your line manager, including the H&K Way, Octave, etc.

### **#LI-RSI**

Hill & Knowlton is more than an agency. It's a collection of thousands of brilliant, collaborative and driven employees – all united around a single vision of transforming our clients, our company and the world.

Across 70 offices in 30 countries our people are the heartbeat of our business. Bridging countless cultures, backgrounds and lived experiences, we are drawn together by a common drive and a collaborative spirit – called to our craft each day by the desire to deliver the best work.

And at H&K, diversity, equity and inclusion are not just values; they are strategic imperatives that fuel our future in an industry built on the art of understanding, connecting

and developing relationships. We believe that a diverse workforce is essential for inspiring bold ideas, fostering constructive dialogue and cultivating meaningful experiences that drive innovation and creativity.

When you click the Submit Application button below, this will send any information you add below to Hill & Knowlton. Before you do this, we think it's a good idea to read through our . California residents should read our This explains what we do with your personal data when you apply for a role with us, and, how you can update the information you have provided us with or how to remove it.

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