



VACANCY: CONTENT CREATOR

The Company

GDX Equip is positioned to empower Nigeria's furniture industry to thrive on quality, scale and efficiency by mobilising capital, infrastructure, people and being a vehicle of advocacy. Today, GDX Equip is Nigeria's foremost stockist and supplier of industrial woodworking machines, consumables and spares. It is passionate about Nigeria's furniture industry and is supporting its development with innovative solutions.

We are recruiting to fill the position below:

Job Position: Content Creator

Job Location: Lagos

About the Role

- As the Content Creator, your primary focus is to create contents that is engaging, exciting, incites action or provokes a positive emotion in our audience as it relates to our brand or any of our products
- We're looking for a creative thinker with excellent photo and videography skills
- Thorough research and interviews will be sometimes required to understand our target audience, products/services, branding, and marketing goals. The most successful content creator will be a quick learner with a versatile writing style
- All content must take a creative spin on storytelling and be in line with the overall brand messaging and guidelines

Primary Responsibilities

- Design, build and maintain our social media presence
- Working within the team to capture in-house content
- Creating, reviewing, editing, and publishing content for the company which will be published on the company's websites and social media pages such as Facebook, Instagram, Tiktok, Telegram, Pinterest, and Twitter
- Responsible for researching the key SEO terms and implementing them in the content to gain maximum exposure
- Required to brainstorm and suggest newer ways and platforms to increase current customer segment and increase share of mind in the target market
- Create various materials such as product labels or brochures that provide information about our offerings and products
- Generate and publish engaging content daily (e.g. original text, photos, videos and news)
- Suggest and implement new features to develop brand awareness, promotions and competitions
- Support the Client management team in communicating with followers, respond to queries in a timely manner and monitor customer reviews
- Stay up-to-date with current technologies and trends in social media, design tool, applications among other things



- Build and maintain a positive working relationship with clients, vendors and co-workers.

Job Qualifications

- Hands on experience in content management and online marketing
- Minimum of 2-3 years proven work experience as a social media content creator and digital marketer
- Creative and ability to deliver captivating media contents i.e. images and videos
- Able to work on Photoshop and Canva
- Great communication skills
- Can tell a great story through words and visuals
- Highly creative, visual, and able to generate ideas and see projects from concept to completion in a fast-paced environment
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Experience in setting up and optimizing Google Adwords campaigns
- Undergraduate degree not mandatory
- At least a Credit in Maths and English in Secondary School Leaving Certificate

Method of Application

All qualified candidates should send their resume and links to their portfolio of past works/projects electronically using the Position applied for as the subject of the mail to: hr@gdxequip.com on or before **November 6, 2022**

Note: Also kindly attach an Excel file with the following information: Surname; First Name; DOB; Gender; Institution; Course of Study; Qualification; Grade; Year of Graduation; Phone No; Professional Qualifications