A little bit about us and our teams:
Warner Music Benelux is part of the Warner Music Group, one of the largest music companies in the world with legendary labels such as Atlantic, Warner Records, Parlophone, Sire and Rhino. Our offices are based in Amsterdam and Brussels. We champion emerging artists and superstars like Ed Sheeran, Dua Lipa, Coldplay, David Guetta, Antoon, Dopebwoy, Roxy Dekker, Zoë Livay, Aya Nakamura, Lizzo, Fred again.., CHO and Jinho 9. Our renowned publishing company, Warner Chappell Music, represents genre-spanning songwriters and producers through a catalogue of more than one million copyrights worldwide. We’re the home to WMX - the next generation services division that connects artists with fans and amplifies brands in creative, immersive, and engaging ways – and Alternative Distribution Alliance (ADA) – the ground-breaking distribution company for independent artists and labels. Our teams A&R, Creative, Marketing, Commercial, Finance, Legal and P&C are located in Amsterdam.

Together, we are Warner Music Group: Music With Vision & Voice.

- **Music is Everything**: Music is our passion, and we can never get enough. Tastes, trends, and tech will change, but great artists and songwriters will always be our driving force.
- **Global Growth, Local Expertise**: Music is a global language. Through communication and collaboration, our success can come from anywhere and translate everywhere.
- **Innovation and Insight**: Pushing the boundaries requires the best information and the boldest imagination. We use both to create the future.
- **Empowered by People**: Like the artists we serve and the music they make, our differences make us stronger. This is a place where every talent can belong and build a career.

We remain committed to Diversity, Equity, and Inclusion. We know it fosters a culture where you can truly belong, contribute, and grow. We encourage applications from people of any age, gender identity, sex or sexual orientation, race, ethnicity, religion or belief, disability, and any other protected characteristic or identity. Consider a career at WMG and get the best of both worlds – an innovative global music company that retains the creative spirit of a nimble independent.

About the role:

The Content Creator will be located in Belgium and responsible for executing content projects across various artists and platforms to ensure consistent and engaging messages. This role requires excellent communication skills, a keen eye for content detail, and the ability to work collaboratively with different teams. As Content Creator you are part of the Benelux Creative Team, reporting to the Head of Creative. Here you’ll get to:

- Assist in developing and curating high-quality content for social media, email campaigns, and other digital platforms.
- Coordinate with Social Media & Influencer Manager (in Belgium), Social Media Manager & Content Creator(s) (in the Netherlands) and other team members (marketing) to ensure content aligns with brand guidelines and project requirements.
- Edit and proofread content to ensure accuracy, clarity, and consistency.
- Develop, create, and edit engaging content including videos, graphics, memes, stories, and posts tailored for our own channels and artists’ (mainly) Gen Z audiences on platforms such as TikTok, Instagram, YouTube, and Snapchat.
- Work closely with the Benelux Brand Managers and Creative Team to align content initiatives with overall Brand and Artist strategies.
- Stay up-to-date with the latest trends, challenges, and viral content within the Gen Z community.
- Adapt and incorporate relevant trends into the content strategy to ensure it remains fresh and relatable with our artists and their audiences.
- Work both from our office in Brussels as occasionally from our office in Amsterdam.
Job Requirements

- Excellent in Dutch, French and English with strong communication and interpersonal (writing and verbal) skill.
- 2+ years of experience as a content creator or similar role with a strong portfolio of Gen Z-focused content.
- Deep understanding of Gen Z culture, interests, and digital behaviors.
- Proficiency with social media platforms such as TikTok, Instagram, YouTube, and Snapchat.
- Strong writing, editing, and proofreading skills with a keen eye for detail.
- Experience in the music industry is a plus.
- Strong creative and visual skills with proficiency in video editing and graphic design tools (e.g., Adobe Creative Suite, Illustrator, Photoshop, InDesign, Premiere Pro, etc).
- Ability to work independently and as part of various Benelux and international teams in a fast-paced environment.
- Strong organizational and time-management skills to manage their own workload, priorities and deadlines.
- Possessing a strong network of (independent) photographers and videographers / content creators covering a wide range of genres, from art and fashion to street photography, is a plus.

What do we offer?
An informal work environment within a creative and talented team, room for personal development and innovation, a market-based salary and a fringe benefits. This is a full-time position (40 hrs a week) with a minimum 4 days to the office policy.

Love this job and want to apply?
Send your resume and cover letter before 2 August 2024 to solliciteren@warnermusic.com. We look forward to your application and will contact you as soon as possible.