

Content Creator & Multimedia Specialist

Reports to: Director of Marketing & Business Management

Engagement type: Part-time contractor, ~21 hours per week, with flexible scheduling

Location: Remote

Budget: ~£20,000 (\$27,000 USD) per annum

Role Overview

The Alexandrian Institute is seeking a Content Creator & Multimedia Specialist to join TAI's marketing and communications function on a part-time basis. This is TAI's primary production role, responsible for designing, producing, and scheduling content across TAI's social media channels, alongside video editing for short-form and long-form institutional content and coordination of assets produced by external video agencies.

The role reports to the Director of Marketing & Business Management, who leads content strategy, approves all copy prior to publication, and manages the TAI website and email marketing directly.

The part-time arrangement is designed to be compatible with other professional commitments. At the same time, TAI is a growing institution with ambitious plans for its content and communications function. As the institution scales, there is genuine potential for this role to develop into a permanent position with higher responsibilities within the team.

1. Social Media Production & Scheduling

Primary responsibility.

TAI's growth as a non-residential theological institution depends heavily on the quality and consistency of its digital presence. The Content Creator will be responsible for the day-to-day production and scheduling pipeline across Instagram, X, LinkedIn, and YouTube.

1.1 Asset Production

- Design and produce social media content built on TAI brand templates, including static posts, carousels, quote cards, and story assets.
- Produce short-form video content (reels, shorts) drawn from TAI's archive of long-form video, conference recordings, interviews, and assets produced by external video agencies.
- Inventory and organise TAI's existing content library to ensure that archival material is catalogued, accessible, and deployable within the content strategy.
- Maintain and evolve TAI's visual template library in line with the TAI Brand Communications Framework.

1.2 Copy Drafting

- Draft social media captions and copy to TAI's house style, for review and approval by the Director of Marketing & Business Management prior to publication.
- Follow TAI's established content tiers, platform conventions, and tone of voice as directed.

1.3 Scheduling & Publication

- Manage the social media content schedule across all platforms.
- Coordinate timely publication of campaign content, anchor content, and evergreen content in line with the content calendar.

- Collaborate with the Director of Marketing & Business Management on content planning and campaign sequencing.

2. Video Production & Editing

Secondary responsibility.

Video is central to TAI's content strategy and brand authority. The Content Creator's video responsibilities span three areas: short-form social clip production (covered above), coordination and publication of agency-produced video assets, and — when capacity allows — full-length video editing.

2.1 Agency-Produced Content

- Coordinate with external video production agencies on a project basis to receive, review, and publish fully packaged video assets (e.g. Research Fellow interviews, programme promotional videos, explainer videos).
- Produce short-form social clips drawn from agency-produced content for distribution across TAI's social channels.
- Manage the publication schedule for agency-delivered assets in coordination with the Director of Marketing & Business Management.

2.2 Long-Form Video Editing

- Edit video interviews between Dr Greg Parker and TAI Research Supervisors (Meet the Scholars series).
- Support post-production workflows, including assembly editing, titling, and export for publication.

2.3 Prioritisation

- Social media clip production takes priority over long-form editing within any given production cycle.
- Long-form editing projects will be scheduled in coordination with the Director of Marketing & Business Management, with clear briefs and timelines agreed in advance.

3. Design & Asset Development

Supporting responsibility.

- Develop visual assets including graphics and downloadable PDFs as required for marketing campaigns and programme promotion.
- Produce assets to a consistent standard aligned with the TAI brand, using established templates and design conventions.

Skills & Experience

- Strong portfolio demonstrating video editing and short-form social content production.
- Proficiency with video editing tools (Descript, Riverside, Premiere Pro, Final Cut Pro, or equivalent).
- Graphic design capability using industry-standard tools (Adobe Creative Suite, Canva, Figma, or equivalent).
- Experience producing content for organisational social media accounts (not just personal channels), with evidence of working within brand guidelines.
- Ability to draft social media copy to a brand style guide and established tone of voice.
- Comfortable working independently within a small remote team, managing workload across a flexible schedule.
- An understanding of and respect for TAI's theological identity and mission. Familiarity with the Christian scholarly or theological publishing space is an advantage, though not essential.

Working Arrangements

- Contracted at around 21hours per week, with scheduling agreed flexibly around production cycles and deadlines.
- This arrangement is designed to be compatible with other professional commitments.
- All work is remote. Regular communication with the Director of Marketing & Business Management via agreed channels.
- An initial review period of three months, after which the contract scope and hours may be adjusted by mutual agreement.
- As TAI grows, there is potential for this role to develop into a permanent position with higher responsibilities within the team.

For inquiries about this role, please contact info@alexandrianinstitute.org

