

SANCTUM

Role: Digital Content Producer

Location: London, UK / Amsterdam, Netherlands / Dubai, UAE

Reports To: Digital Product & Growth Manager

Employment Type: Full Time (32 - 40 hours)

Salary: £35-£42 FTE

Role Overview

The Digital Content Producer is responsible for shaping and elevating the visual storytelling of Sanctum, translating the brand's identity, energy and philosophy into distinctive, culturally relevant and visually compelling content. The role will also support the development of Luuk's personal brand, creating content that reflects his perspective, ideas and work while complementing Sanctum's wider brand positioning.

This is a creatively led, hands-on role for someone with exceptional taste, a sophisticated visual eye and a deep understanding of contemporary culture. We are looking for someone who is as interested in art direction, music, fashion, design and emerging cultural movements as they are in social media, and who can draw inspiration from these worlds to create content that feels original, elevated and unmistakably Sanctum.

Working across Sanctum's extensive library of photography, video and creative assets, the role will transform existing material into emotionally compelling stories through exceptional editing, pacing, composition, typography, colour and sound design. It will also involve capturing experiences in real time, developing original concepts and collaborating with photographers, videographers, designers and creators across markets.

This is not a role for someone who simply executes briefs or follows trends. We are looking for a proactive creative who brings references, ideas and a distinctive point of view into the business, challenges conventions and relentlessly pursues a higher standard of creative output.

The role combines creative vision with hands-on production, ensuring that everything we publish builds a recognisable, culturally relevant brand while creating a consistent pipeline of high-quality content across organic and paid channels.

Key Responsibilities

Creative Direction & Brand Building

Own the creative quality and visual storytelling of Sanctum's digital content, helping establish a distinctive and recognisable creative identity across channels and markets.

- Bring exceptional creative taste and a sophisticated eye for aesthetics, composition, typography, colour, music and visual storytelling.
- Develop original concepts, visual references and creative directions that elevate how Sanctum is presented to the world.
- Challenge conventional wellness and fitness content, finding more distinctive and culturally relevant ways to communicate the Sanctum experience.
- Draw inspiration from fashion, art, music, design, film and contemporary culture to inform creative direction.
- Ensure content feels considered, elevated and emotionally resonant, with uncompromising attention to detail.
- Build consistency across Sanctum's visual identity while allowing space for experimentation and creative evolution.
- Contribute to the development of a recognisable, iconic brand rather than focusing solely on individual posts or engagement metrics.
- Apply the same creative rigour to Luuk's personal brand, developing a complementary visual language and storytelling approach that reflects his personality, perspective and work.

Content Production & Editing

Lead the hands-on production and editing of content across Sanctum's organic and paid channels, as well as Luuk's personal brand.

- Transform existing photography, footage and creative assets into distinctive, high-quality content.
- Create compelling short-form video for Instagram, TikTok, YouTube and other relevant platforms.
- Demonstrate exceptional editing instincts, using pacing, sequencing, transitions, typography, colour grading and sound design to create a clear emotional impact.
- Develop multiple creative treatments and formats from a single piece of source material.
- Create visually considered assets for organic social, paid advertising, websites and other digital touchpoints.
- Produce written and audio content where appropriate to strengthen storytelling.
- Maintain a high standard of visual and audio quality across all outputs.
- Balance creative ambition with speed, ensuring high-quality content can be delivered consistently and efficiently.

Social-First & Culturally Relevant Content

Develop content that feels native to each platform while maintaining a distinctive creative identity.

- Stay deeply connected to social culture, emerging creative movements, platform behaviours and relevant trends.

- Identify opportunities to translate cultural moments, references and conversations into original content for Sanctum and Luuk.
- Develop strong hooks, concepts and formats that capture attention without compromising the brand's aesthetic or integrity.
- Understand how creative approaches should evolve across Instagram, TikTok, YouTube and emerging channels.
- Bring fresh ideas and creative references to the team without waiting for a brief.
- Recognise opportunities for reactive content and move quickly when relevant.
- Experiment with formats and creative treatments that push the brand forward rather than simply replicating what others are doing.

Live Experiences & Creative Capture

Capture Sanctum's experiences in a way that communicates their energy, atmosphere and emotional impact.

- Attend key Sanctum classes, events, partnerships and activations to capture social-first content.
- Identify visually compelling moments, guest reactions, Guide personalities, movement, music and atmosphere.
- Film and produce content for immediate publication as well as future campaigns.
- Recognise opportunities for original storytelling while protecting the quality of the guest experience.
- Work with photographers and videographers to shape the creative direction of shoots and ensure the right material is captured.
- Develop a strong understanding of how to capture both the collective energy of Sanctum and the more intimate, personal moments that make the experience distinctive.
- Capture relevant content for Luuk's personal brand, including his work, ideas, appearances and behind-the-scenes moments.

Creative Briefing & Collaboration

Translate creative ideas and marketing objectives into clear direction for internal teams and external collaborators.

- Develop creative concepts, moodboards, references and visual treatments.
- Brief photographers, videographers, designers, UGC creators and freelance creatives.
- Communicate creative expectations clearly, including aesthetic direction, tone, format and deliverables.
- Provide considered feedback and manage revisions to maintain a high standard of output.
- Collaborate with Marketing, Content & Talent, Partnerships and Operations to identify content opportunities and support key priorities.
- Work with the relevant teams to translate campaign objectives into compelling creative execution.

- Build strong relationships with creative collaborators who can help elevate Sanctum's visual storytelling across markets.

Creator & Community Content

Build a network of creative collaborators, creators and community members who can contribute to Sanctum's storytelling.

- Identify photographers, videographers, UGC creators and emerging talent whose aesthetic and perspective align with Sanctum.
- Source and coordinate creators across Sanctum's markets.
- Develop clear creative briefs that encourage authentic, distinctive content rather than generic promotional assets.
- Manage content delivery, feedback and deadlines.
- Identify opportunities to work with Guides, community members and cultural voices to bring greater personality and depth to the brand.
- Develop longer-term creative relationships and identify potential brand ambassadors.
- Ensure external content meets Sanctum's creative standards and complements the wider brand identity.

Creative Performance & Iteration

Use audience feedback and performance insights to refine creative output without compromising creative quality.

- Review organic content performance to understand which creative approaches resonate with audiences.
- Work with the Marketing team to understand paid creative performance and identify opportunities for iteration.
- Test different hooks, edits, formats, visual treatments and storytelling approaches.
- Translate performance insights into practical creative improvements.
- Maintain a library of creative learnings, references and successful formats.
- Understand the relationship between creative quality, audience engagement, brand affinity and commercial outcomes.
- Balance data-informed iteration with the confidence to explore original ideas that may not follow established patterns.

AI & Creative Innovation

Use emerging tools and technologies to improve the quality, efficiency and possibilities of content production.

- Integrate relevant AI tools into ideation, editing, repurposing and production workflows.
- Explore new creative techniques and technologies that can elevate visual storytelling.

- Identify opportunities to increase the speed and scale of content production without compromising quality.
- Develop efficient workflows for transforming existing assets into new creative outputs.
- Stay informed about emerging creative tools and share useful approaches with the wider team.

Success Measures

- A distinctive and elevated visual identity across Sanctum's digital channels.
- Consistently exceptional creative quality, with strong attention to detail across editing, composition, typography, colour and sound.
- Original, culturally relevant content that strengthens Sanctum's positioning and sets the brand apart from conventional wellness and fitness businesses.
- A consistent pipeline of high-quality content across Sanctum's markets and Luuk's personal brand.
- Strong hands-on execution, with the ability to turn existing assets and new footage into compelling content quickly and independently.
- A proactive flow of creative concepts, references and ideas that push the brand forward.
- Effective capture and delivery of content from key experiences, events and partnerships.
- Strong creative direction and collaboration with photographers, videographers, designers and creators.
- Continuous improvement in creative output informed by audience response and performance insights.
- Effective use of AI and emerging tools to increase creative efficiency and expand production capabilities.
- Content that builds brand recognition, emotional connection and audience engagement while supporting wider acquisition and commercial objectives.