



WE ARE  
**HIRING**



## CONTENT CREATOR

*The Content Creator will be responsible for developing, curating, and managing engaging content across all digital platforms to enhance the Baoase brand, engage our audience, and drive traffic to our website and social media channels.*

### MAIN ROLE & RESPONSIBILITIES

- Create and manage high-quality content, including photography, videography, social media posts, blogs, and promotional materials.
- Develop a content calendar to ensure a consistent flow of content across platforms.
- Collaborate with the Marketing team to conceptualize and execute campaigns that highlight Baoase's unique experiences.
- Manage social media platforms, including content posting, community engagement, and performance tracking.
- Optimize content for SEO to drive website traffic and improve search rankings.
- Stay updated on digital marketing and content trends to ensure innovative strategies.
- Work with external partners, such as influencers or agencies, to produce content as needed.

### ESSENTIAL SKILLS & REQUIREMENTS

- Proven experience as a Content Creator, Digital Marketer, or similar role.
- Strong photography and videography skills, including editing proficiency.
- Expertise in social media platforms (Instagram, Facebook, LinkedIn, YouTube) and analytics tools.
- Excellent writing and storytelling abilities tailored to luxury travel audiences.
- Proficiency in Adobe Creative Suite, Canva, or similar design tools.
- Knowledge of SEO and digital marketing best practices.
- Creative mindset with an eye for detail and luxury aesthetics.

**Last submission February 15, 2025**

To apply, please send your resume and cover letter to [hr@baoase.com](mailto:hr@baoase.com).