

Position Description

POSITION	Content Creator		
REPORTS TO	Creative Director	DIRECT REPORTS	NIL
KEY STAKEHOLDERS	Internal: - Marketing Team - Regional Managers - Park Managers - Reflections Holidays Employees External: - Guests and visitors - Community and tourism partners - Content contributors and creative vendors		
PURPOSE	Create distinctive, audience-led social content that brings the Reflections Holidays brand and “Life’s Better Outside” promise to life. The role plans, captures, edits and schedules engaging content across social and internal channels to grow brand awareness and engagement, support marketing objectives and showcase Reflections parks, nature reserves, guests and communities throughout NSW.		
BUSINESS DRIVERS	<i>The key inputs and activities of a Content Creator that drive results of Reflections Holidays.</i> Market Promotor – Works to build brand image and value through traditional and innovative marketing channels. Brand Advocate – Ensures that actions and decisions regarding products and brand enhance the organisations reputation in the marketplace. Product/Service Designer – Authors, programs, or otherwise creates new and improved products/services. Analyst – Draw conclusions and make recommendations based on available data.		
COMPETENCIES	Business Management Skills Business Acumen - using one’s understanding of major business functions, industry trends, and own organisation’s position to contribute to effective business strategies and/or tactics. Continuous Improvement - identifying improvement opportunities, generating ideas and implementing solutions. Customer Orientation - Placing a high priority on the internal or external customer’s perspective when making decisions and taking action. Customer Orientation -		

- **Decision Making** - choosing the best course of action by establishing clear decision criteria, generating and evaluating alternatives, and making timely decisions.
- **Decision Making**
- **Execution** - Ensuring others contribute to organisation strategies by focusing them on the most critical priorities, measuring progress, and ensuring accountability against those metrics.
- **Execution**
- **Managing Work** - Effectively managing one's time and resources to ensure that work is completed efficiently.
- **Managing Work**
- **Monitoring Information** - Setting up ongoing procedures to collect and review information needed to manage an organisation or ongoing activities within it.
- **Monitoring Information**

Interpersonal Effectiveness

- **Building Networks** - Taking action to establish and maintain connections with people outside one's formal work group, including those outside the organisation who are willing and able to provide the information, ideas, expertise, and/or influence needed to achieve work goals.
- **Building Networks**
- **Collaborating** - Working cooperatively with others to help a team or work group achieve its goals.
- **Collaborating**
- **Influencing** - Using effective involvement and persuasion strategies to gain acceptance of ideas and commitment to actions that support specific work outcomes.
- **Influencing**
- **Innovation** - Using effective involvement and persuasion strategies to gain acceptance of ideas and commitment to actions that support specific work outcomes.

- Partner with the Creative Director and broader Base Camp team to develop social-first content ideas aligned with marketing priorities, target audiences and the Reflections brand strategy.
- Plan, capture, edit, publish and schedule high-quality content across Instagram, TikTok, Facebook and YouTube, as well as internal communication channels.

KEY RESPONSIBILITIES

	• Translate the Reflections tone of voice and “Life’s Better Outside” promise into authentic, entertaining and platform-appropriate stories. • Independently manage the end-to-end content production schedule, including briefs, travel, location planning, deadlines, approvals and delivery of assets. • Travel regularly throughout NSW to capture content across Reflections holiday parks and nature reserves, using equipment safely and responsibly in varied environments. • Build positive relationships with guests, park teams and other stakeholders to identify and capture genuine stories, securing appropriate participation and approvals. • Monitor audience insights, social trends, emerging formats and platform behaviours; report relevant findings and recommend opportunities to improve content performance. • Review content performance and audience response to refine creative approaches and strengthen reach, engagement and alignment with marketing goals. • Maintain organised content files and asset libraries and ensure published material is accurate, on brand and consistent with relevant privacy, consent, copyright and platform requirements. • Contribute fresh ideas, test new creative approaches and continuously improve content practices, tools and workflows.
SELECTION CRITERIA	Essential: ▪ Demonstrated experience creating engaging, social-first video, photography and written content for channels such as Instagram, TikTok, Facebook and YouTube, supported by a portfolio or showreel. ▪ Strong end-to-end content production capability, including ideation, planning, filming, editing, publishing and scheduling. ▪ Ability to connect creative ideas and audience insights with broader brand and marketing objectives. ▪ Sound knowledge of social media trends, platform behaviours and the factors that drive audience attention and engagement. ▪ Strong organisational and time-management skills, with the ability to work independently, manage competing deadlines and coordinate regular travel. ▪ Excellent interpersonal and communication skills, with the confidence to engage naturally and respectfully with guests, employees and community stakeholders. ▪ Curiosity, resourcefulness and a proactive, collaborative approach, with strong creative judgement and attention to detail. ▪ Willingness and ability to travel regularly throughout NSW and work flexibly to capture content when and where required. Desirable: ▪ Experience with Adobe Premiere Pro, Adobe After Effects or comparable editing software. ▪ Experience using mirrorless camera equipment such as a Sony A7 III, together with mobile and production equipment. ▪ Experience creating content for tourism, travel, lifestyle, outdoor or multi-site brands.
REFLECTIONS HOLIDAYS VALUES	<i>How our company values apply to all employees</i>

GROW TOGETHER	When we work as a team, everyone benefits. We grow when our people, our places and communities are at their best – teamwork helps us all grow and learn.
SAY IT, DO IT	We deliver on our promises – we are all as good as our word. We are solutions focused.
MAKE A DIFFERENCE	In partnership with others, we achieve better outcomes. We believe everyone can make a difference in the lives of people, places, and our planet.
CARE DEEPLY	We are genuine and demonstrate care for our customer, our communities, our people, and our world. We deliver to a high standard.
ACKNOWLEDGEMENT: I acknowledge that I have read and understood the duties and responsibilities as listed in this position description and have been provided a copy for my reference.	
SIGNATURE:	
DATE:	