



Content Creator - Video & Animation

Factory LLC is seeking a creative, detail-oriented, and passionate Content Creator, focused on Video & Animation, who is dedicated to creating excellent original content to join our team. You will be in a hands-on role and responsible for working closely with the brand teams and internal Factory creative teams to effectively manage and deliver engaging brand content. You will scope projects, participate in the brainstorming process, and own the project lifecycle, from concept through completion, to create content that's leveraged across multiple consumer touch points.

Who You Are:

We are seeking a candidate who can work effectively and independently in a fast-paced, rapidly evolving startup environment. The right candidate is hardworking, organized, proactive, curious, and a solutions-first go-getter. A Video & Animation Content Creator at Factory is a visual storyteller. He or she knows creativity is crucial in everything we do. Collaborating closely with the creative team, social media team and brand team, you'll be the one responsible for executing content for the brands, leveraging the Factory studio space and equipment to produce creative assets specifically tailored to engage with a variety of audiences. You are equally comfortable shooting video footage yourself to working in After Effects and Premiere Pro as the role is split 50/50. From social media to national advertising, OOH, point of sale, connected TV, websites, and more, you'll be integral to bringing innovative and on-trend ideas to life through the content you create each day. You have a positive, high energy, and professional approach to partnering with multiple team members and stakeholders.

Who We Are:

Founded in 2018, Factory is a team of experienced operators with investable capital who acquire meaningful equity stakes in high potential food and beverage companies and partner with them to rapidly build value. Factory team members have expertise in sales, marketing, product development, food science, manufacturing, logistics, supply chain, package engineering, graphic design, content development, food safety, consumer insights, digital and social media, and finance. Factory is based in a one-of-a-kind 40,000 sq. ft. innovation and scale-up facility in Bethlehem PA, where we provide partner companies with support and resources so invested capital can be used for growth, not SG&A.

What You Will Do:

- Become an expert in all things Factory to uphold the brands' look and feel, ensuring we are communicating effectively and consistently across all consumer-facing touch points.
- Bring concepts to life for multiple marketing channels and tactics, including connected TV, paid social, organic social, website and static assets.

**Please note this job description is not designed to contain a comprehensive list of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without prior notice.*

**All candidates must be eligible to work for any U.S. Employer.*

FACTORY

WE MAKE VALUE

- Understand internal and external brand needs to create content within established creative/brand guidelines and creatively conceptualize upcoming shoots through storyboards while continually elevating the visual aesthetic.
- Shoot video for events and on and off-site productions, which includes camera setup, lighting, backdrops, and any other props required for the shoot.
- Collaborate in shooting and producing product-focused high quality video content including recipe videos, animations, UGC-style content, and product highlight videos, from a loose brief with sometimes tight deadlines.
- Produce, film, edit, and animate content specifically tailored to engage with targeted audiences on multiple social platforms. (e.g. TikTok, Instagram Feed, Stories and Reels, Twitter and Facebook)
- Implement motion graphics, kinetic typography, vector designs and color grading as needed in video and stills for social.
- Encoding, converting, and editing videos and graphical sequences
- Create digital video content for ecommerce listings, marketing campaigns/ads, trade show support, social media, gifs, etc.
- Bring other interests and knowledge to the job (design, filmmaking, photography, culinary skills, appreciation and knowledge of current pop culture, etc.)
- Be a student of creative trends, technology, and best practices in packaging, advertising, culture, media and social to deliver cutting edge work.
- Maintain equipment inventory and ensure it is ready and in proper working order.
- Communicating with stakeholders, where applicable, regarding the production and delivery timelines of content.
- Be an accountable partner and collaborator and accept constructive feedback to make the work better.

Qualifications:

- Minimum of 5 years' experience in an agency, brand, or creative services role. CPG experience (specifically food/beverage photography) a plus.
- Portfolio or samples of work demonstrating smart, brand-building ideas and executions (please provide PDF or link to portfolio of work. Applications without portfolios will not be considered).
- Advanced knowledge of Adobe Premiere and After Effects with demonstrable experience in motion graphics.
- Strong understanding of professional and consumer-level video capture. Proficiency with DSLRs (Canon) as well as iPhone (and other).
- Strong understanding of Cinematography as it relates to social-first content: Composition, Lighting, Framing, Sound Design, etc.

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FACTORY

WE MAKE VALUE

- Advanced editing abilities to handle all elements of post-production, including animations, graphics, audio, and color grading in a fast-paced environment.
- Expert in MAC software and Adobe Creative Suite: After Effects, Premiere Pro, Photoshop, Illustrator, Audition.
- Experience in visual branding such as design, advertising, and social media.
- Experience planning, scheduling, and executing a photo/video shoot.
- Strong knowledge of Social Media platforms and content requirements across channels (Instagram, YouTube, TikTok, Facebook, etc.)
- Flexible and calm under pressure with the ability to multitask and with an entrepreneurial spirit / strong work ethic that thrives in a fast-paced environment.
- Strong creative thinking, exhibiting a range of varied styles and techniques with a strong understanding of digital design aesthetics and trends.
- Strong communication and social skills with strong social awareness and ability to present ideas in a group setting.

Benefits

- Medical, dental, and vision
- 401K (Traditional and Roth) plus company match
- Short- and long-term disability
- Life insurance
- Generous PTO

Location: Factory LLC., 315 Columbia St, Bethlehem, PA 18015

Reporting To: Creative Lead

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