

JOB DESCRIPTION

Position Title	:	Content Creator
Department	:	Marketing
Report to	:	Marketing Supervisor
Reportee (if any)	:	N/A
Location	:	Phnom Penh, Cambodia

I. Position Summary:

We are looking for a creative, versatile, and independent Content Creator who is passionate about the education field and thrives in a dynamic team environment.

The Content Creator is the creative engine responsible for bringing UP's brand story to life through high-quality visual and multimedia assets. This hands-on role focuses on end-to-end production including professional graphic design, photography, and comprehensive video production (concepting, scripting, shooting, and editing) for both short-form and long-form digital media. Acting as a visual storyteller, this position collaborates closely with the marketing team to turn institutional concepts, student stories, and campus events into highly engaging, platform-optimized creative collateral.

II. Duties and Responsibilities:

The overall job description below outlines the main areas of responsibilities of the Employee:

- **Graphic Design & Visual Assets:** Design high-quality graphics, digital layouts, and marketing collateral for social media, websites, and institutional promotional materials in line with brand guidelines.
- **Video Production & Editing:** Concept, script, shoot, and editing short-form (e.g., Reels/TikTok) and long-form video content highlighting campus life, student stories, and academic programs.
- **Photography & Media Coverage:** Provide professional photography and media coverage for university events, student profiles, and official campus activities to build a high-quality asset library.
- **Technical Asset Management:** Organize and maintain digital media archives (raw footage, photos, design source files) to ensure smooth collaboration and reusability across the marketing team.
- **Project Management & Collaboration:** Drive creative projects independently from concept to completion, while collaboratively supporting the marketing team on large-scale campaigns and institutional events.
- **Creative Conception & Asset Management:** Brainstorm and pitch fresh, innovative visual concepts that resonate with target audiences, while overseeing/managing the team's production equipment (cameras, lighting, audio) and organizing digital storage for a secure, streamlined workflow.
- Execute other relevant tasks assigned by the Line Manager to support the team

III. Minimum Qualifications and Requirements:

1. Experience:

- 2–3+ years of experience in professional graphic design, photography, and video production (concept to post-production)

2. Education:

- Bachelor's degree in Media/Communications, Fine Arts, Graphic Design, Film Production, or equivalent practical experience (a strong portfolio is essential)

3. Skills/Competencies:

- Advanced proficiency in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, and/or After

Effects).

- Expertise in operating professional camera bodies, lenses, studio lighting, and audio recording gear (microphones, mixers).
- Strong knowledge of video codecs, lighting setups, and advanced color grading.
- Familiarity with cloud storage systems, digital asset management tools, and file archiving best practices.
- **Soft Skills:** Strong creative vision, visual storytelling ability, exceptional attention to detail, and a collaborative spirit when working on high-production team projects

Portfolio: A collection of design or video samples is highly recommended

Opportunities:

- Gain hands-on experience and expand your skills across multiple creative and digital marketing disciplines.
- Enjoy the creative freedom to bring your own ideas to life in a supportive environment, collaborating closely with a marketing team and management dedicated to helping you succeed.
- Access scholarship opportunities for yourself and your family members, both within the university and through external programs.
- Receive annual salary increments based on performance evaluations, alongside seniority pay in accordance with Cambodia Labor Law.
- Benefit from 18 days of annual leave based on Cambodia Labor Law and 10 days of paid sick leave.
- Stay protected with full National Social Security Fund (NSSF) coverage and additional health and accident insurance