



Pawsitive Match Rescue Foundation

CONTENT CREATOR

The Role

Location	Remote	Reports To	Communications Director
Weekly Time Commitment	5-10 hrs, variable	Direct Report(s)	N/A

The Content Creator plays a key role in increasing the visibility of adoptable animals and rescue events by capturing and editing high-quality video content. This role ensures that each fosterable and adoptable animal is showcased in a way that highlights their unique personality, needs, and quirks. The Content Creator collaborates with the Communications Team to produce engaging videos that align with the rescue's branding and mission, increasing adoption rates and community engagement.

The Responsibilities

- Film and edit engaging videos of adoptable animals, adoption events, and rescue initiatives
- Capture high-quality footage that showcases each animal's personality and adoptability
- Edit videos for social media, website content, and promotional use
- Ensure consistency in tone, style, and messaging across all video content
- Collaborate with the Communications Team to align content with branding and outreach strategies
- Stay up to date with best practices in video storytelling and social media trends



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The Person

- Ability to work well independently and collaboratively in small teams
- Organized and proactive.
- Passionate about supporting animal welfare through engaging digital content.
- Strong visual storytelling skills to effectively showcase animals and events.
- Attention to detail and ability to create compelling and heartwarming videos.
- Enthusiastic about using media to help pets find loving homes.

Experience & Qualifications

- Experience in video creation, editing, and storytelling (photo/video editing).
- Proficiency with video editing software (e.g., Adobe Premiere Pro, Final Cut Pro, or similar).
- Experience with filming and editing content for social media platforms.
- Ability to manage time effectively and meet deadlines.
- Admin - Computer Skills (Intermediate+).
- Admin - Google Workspace is an asset.
- Animal Related - Basic Animal Handling skills/familiarity is an asset.