



Job Advertisement

Join the Sprout Food Group Family!

Position: Content Creator & Social Media Specialist

Location: City Fringe location (Hilton)

Employment Type: Part time – 0.6 FTE

Are you a skilled content creator looking to take the next step in your career? Step into the role of **Content Creator & Social Media Specialist** and play a key role in driving our brand's growth through engaging content that captivates and delivers meaningful results.

About Us

Sprout is South Australia's premier cooking school. Established in 2011 by Callum Hann and Themis Chryssidis, they set out to create unique, hands-on cooking experiences that celebrate the joy of food, the importance of health, and the connection between the two.

Fast forward to 2025 and Sprout Food Group is a dynamic, multi-faceted organisation known for our commitment to innovation and creativity. With a focus on creating fun food experiences and challenging the status quo, we're passionate about connecting with our audiences through engaging, impactful content.

Sprout Food Group Brands

- Sprout Cooking School
- Olive Restaurant
- Roma Restaurant | Deli | Piazza
- Sprout App

About the Role

As the **Content Creator & Social Media Specialist**, you'll be a key member of our marketing team, responsible for executing content strategies developed by the marketing manager across digital platforms. This full-time role offers the opportunity to showcase your creativity, collaborate with a talented team, and grow in a supportive environment.

What you'll be doing

- **Content Creation:** Develop, plan, shoot, design, and execute engaging content, including short-form videos, reels, static images, graphics and written copy for social, blogs and EDMs. You MUST be an excellent photographer!
- **Influencer Management:** Collaborate with influencers, UGC creators and brand partners to create engaging and authentic content to extend the reach of our brands
- **Social Media Management:** Own our social media presence, including content scheduling, community engagement, and campaign optimisation
- **Campaign Coordination:** Work closely with the marketing manager to plan and execute integrated campaigns that align with our brand strategy
- **Monitor trends:** Identify trends and boost audience engagement and provide actionable insights to improve content
- **Customer engagement:** Respond to customer enquiries and comments on social media platforms in a timely and professional manner
- **Creative Development:** Propose innovative content ideas to elevate our brand presence and resonate with our target audience

What we're looking for

We're looking for someone who is passionate about storytelling, loves food, and has a proven track record in creating content that captivates and converts.

- **Experience:** Two years in a content marketing/social media role
- **Creativity:** A knack for creating visually compelling and engaging static and video content across various platforms
- **Content Passion:** A genuine passion for crafting unique and engaging content that resonates with target audiences
- **Team Player:** Ability to collaborate within a team environment and manage multiple stakeholders eg restaurant managers, sales manager, dietitians, media, brand partners and influencers
- **Adaptability & Drive:** A strong willingness to learn, adapt to new challenges, and consistently strive for improvement
- **Technical Skills:** Proficiency in photo and video editing software like Adobe Creative Suite, Canva, experience designing posters/templates and using social media management platforms
- **Organisation:** Strong project management skills, with the ability to juggle multiple tasks and meet deadlines
- **Communication:** Excellent written and verbal communication skills, with a sharp eye for detail
- **Bonus:** Familiarity with email marketing platforms, food content experience and proficient in designing brand materials (eg menus, signage, proposals)

What We Offer

- A vibrant and collaborative work environment
- Opportunities for professional growth and development
- Flexibility to balance work and life commitments
- Competitive salary
- A chance to make a real impact and bring fresh ideas to life

How to Apply

If you're ready to bring your creativity, passion, and skills to a role where you'll make a difference, we'd love to hear from you!

Please submit your resume and a cover letter addressed to our Marketing Manager, Steve, to career@sproutfoodgroup.com.au.

Outline your relevant experience and why you're the perfect fit for this role. Please ensure you address the selection criteria under 'what we're looking for' and include a link within your cover letter to examples of your work. Include the top highlights of content you've created eg reels/imagery/graphics/posters.

Join us and help shape the future of our brand!