

SOFT GOODS

Job Title: Content Creator

Location: Corktown Factory, Detroit (Hybrid)

Employment Type: Part-Time (5-10+ Hours a week)

About Soft Goods:

We are a dedicated team manufacturing beautifully crafted garments right here in Detroit. The company was started 10 years ago in a basement and is now officially operating in its 4th factory. At Soft Goods, every piece is made with care and quality—values we aim to reflect in our content as well. We work with other companies to manufacture wholesale custom garments, such as crewnecks and robes. This year, we are putting a new focus on building out and launching our own brand.

Role Overview:

As our Content Creator, you will be a major creative force behind our social media presence and the increase focus of launching our brand. Your primary focus will be producing, editing, and working with our team to curate engaging content that brings our brand to life. This role not only involves capturing high-quality photos and videos but also ensuring they align with our evolving brand vision and high retail aesthetic. While the core focus is on content creation, the ability to produce copy and have an understanding of social media marketing is a definite plus.

Key Responsibilities:

- **Content Production:**
 - Create engaging social media posts, incorporating photography and video.
 - Leading video production and photography sessions, ensuring proper lighting, composition, and storytelling.
 - Edit content to a high standard, ensuring it resonates with our brand's narrative and aesthetic.
- **Collaboration:**
 - Work closely with our team to build and execute a cohesive brand vision.
 - Participate in creative meetings to discuss feedback and align on upcoming projects.
- **Content Strategy & Leadership:**
 - Take initiative in executing projects independently while remaining open to feedback.
 - Ensure a steady volume of content is produced each week, meeting quality and engagement goals.
 - (Potential) Assist with scheduling posts as the role evolves.

Required Skills & Qualifications:

- Proven experience in photography, video, and editing with a strong understanding of composition and lighting.
- A creative eye with a high standard for quality and detail.
- Familiarity with social media platforms
- Interest in clothing and fashion-forward ideas.
- Strong leadership, self-sufficiency, and collaboration skills.

Work Environment:

- This is a hybrid role based in our Corktown Factory.
- The candidate must provide their own laptop and content collecting equipment. We do have cameras that can be used.
- You will report directly to the Operations Manager while collaborating closely with the Business Owner and our Creative Direction lead.

Success Metrics:

- **Content Volume:** Meeting the established weekly content production goals.
- **Content Quality:** Maintaining a high standard that reflects our brand's aesthetic and values.
- **Engagement Rates:** Achieving positive interaction and growth across our social media channels.

How to Apply:

Interested candidates should email their resume, portfolio, and two reference contacts to: alex.marx@softgoodsdetroit.com