



## Freelance Digital Content Producer

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*“New York Pilates is about community and creating a space where people feel at home, leave their day behind and get into their bodies” - Heather Andersen, Founder & Owner*

*New York Pilates is a contemporary, music-driven ass-kicking Pilates studio that is focused on sculpting bodies. Each month, thousands of people visit our studios in search of the best pilates classes in the most beautiful setting. NYP, founded in 2013, is proudly independently owned and operated by wife and husband Heather Andersen and Brion Isaacs. Together they’ve created a new wave of Pilates lovers by designing beautiful spaces for the classically inspired workout, curating a culture of positivity, and playing fresh tracks. The company continues to double in size year over year, growing studio locations, product offerings, and devoted NYP clients.*

The Digital Content Producer will be responsible for driving content and pushing awareness of the brand.

This person is an experienced and creative producer, photographer, and writer who is skilled at creating kickass content. They are fast, flexible and able to pitch and develop ideas for website and social media content. Successful candidates have a proven track record of delivering bold content. This person will also assist in copywriting all our digital communications, including website, invites, Instagram stories, and third party online platforms such as Mind Body.

Structure: *This person will sit on the creative team.*

- Regularly write, shoot, and produce content for website, Pilatzine, emails, and other digital platforms
- Enhance presentation of written content through the use of photos, videos, and other multimedia content
- Work with Marketing Manager & Creative Director to create content in line with digital marketing calendar
- Shoot instagram footage
- Track growth metrics toward growth goals across all social platforms
- Coordinate, manage, proofread and copywrite for all communications projects including blog posts, invites, social media, Mind Body, ClassPass, and other booking platforms

### **Qualifications**

- Must be able to shoot, edit, write, and create material themselves.
- Ability to manage multiple project initiatives and effectively communicate with cross-functional departments

- 4-5+ years' experience in similar position
- Excellent communication skills required, written and verbal.
- Great time management skills and sense of urgency to hit deadlines
- Experience with mechanical camera, technical ability to execute and develop lighting set-ups for photo and video

When applying, please include samples of writing and content.