



## **Title:** Part-Time Content Creator

**Company:** Tiny Homes Tasmania  
**Position:** Content Creator (Part-Time: 3 days/week)  
**Location:** 28 Gilmore St, Invermay (Occasional off-site recording required)  
**Reports to:** Jason Zadow (Director)

### **Job Summary:**

Tiny Homes Tasmania is looking for a creative, highly organised, and proactive Content Creator to join our team on a part-time basis (*3 days per week*). In this role, you will be the eyes and ears of our brand on the ground, capturing the magic of our building process and the beauty of our finished Tiny Homes.

You will work closely with our team—specifically coordinating with Jason’s movements—to capture authentic behind-the-scenes footage and finished product showcases. You’ll then work your editing magic to create engaging short-form and long-form video content that S Group, our Marketing Agency, will integrate into our broader marketing strategy.

### **Core Content Goals:**

At Tiny Homes Tasmania, our content aims to achieve the following goals:

#### **Goal 1 - Show Our 'Why':**

We believe it’s essential to convey **why** we do what we do, not just what we do. Our audience needs to understand our vision and passion behind each build and what that means to us, as people are more inclined to connect with a brand’s purpose rather than just its products.

#### **Goal 2 - Wider Audience Engagement:**

Our objective is to reach the broadest audience possible and cultivate genuine advocates for the Tiny Homes Tasmania brand over multiple platforms. We aim for individuals who will share their enthusiasm and discuss us positively in conversations with friends and family.

*Live small, dream big.*

30 Gilmore St, Launceston TAS 7248  
E [tinyhomes.tas@gmail.com](mailto:tinyhomes.tas@gmail.com)  
[tinyhomestasmania.com.au](http://tinyhomestasmania.com.au)

## Key Content Drivers:

All content must consistently reflect one or more of the following key strategies:

### 1. Professionalism:

We strive to present Tiny Homes Tasmania as a leading professional in the industry. Our content will always remain truthful and authentic. While we maintain professionalism, we also ensure our delivery conveys a relatable tone that feels genuine rather than overly corporate.

### 2. Education:

Our content should not only educate followers about our unique processes and philosophies but also reinforce our 'why.' By sharing insights into what motivates us and the values that drive our builds, we can deepen connections with our audience and highlight what sets us apart from the competition.

### 3. Entertainment:

Creating engaging content is essential to foster a loyal following. Our aim is for our audience to connect with us not out of a desire to be sold to, but because they find joy and inspiration in our stories.

## Key Responsibilities:

### Strategy:

Using the **Key Content Drivers** above develop and take ownership of a short-term and a long-term strategy to achieve our **Core Content Goals**. Create timelines, production requirements and specific outcomes for efficient results. There should be a clear objective to each piece of content.

### Content Capture:

Coordinate with Jason and the team, finding the best opportunities to record high-quality footage of the build process, site work, and finished tiny homes.

### Video Editing:

Edit raw footage into engaging, trend-aware Reels and Shorts optimised for Instagram, Facebook, and YouTube. Deliver long form content for YouTube – Tiny Homes TV.

*Live small, dream big.*

30 Gilmore St, Launceston TAS 7248

E [tinyhomes.tas@gmail.com](mailto:tinyhomes.tas@gmail.com)

[tinyhomestasmania.com.au](http://tinyhomestasmania.com.au)



**Agency Collaboration:**

Submit drafted content to our marketing agency, S Group, ensuring all videos meet their approval standards and align with our overarching marketing strategy.

**Asset Management:**

Organise and maintain a library of video and image assets for future use.

**What We're Looking For:**

**Platform Expertise:**

A strong understanding of Instagram, Facebook, and YouTube Shorts, including current audio and visual trends.

**Technical Skills:**

Proficiency in shooting video and using editing software (we primarily use Edits and Premiere Pro, but happy to explore other options).

**Equipment:**

Tiny Homes Tasmania will provide a dedicated iPhone 16 Pro with four Rode mini microphones, and a DJI Mini 3 drone with the Fly More package. All other videography and photography gear to be provided by the candidate.

**Flexibility & Initiative:**

The ability to be highly adaptable, work around Jason's busy schedule, and recognise great content opportunities on the fly.

**Collaborative Spirit:**

Excellent communication skills to effectively bridge the gap between our on-site team (Jason) and our external design agency (S Group).

**Construction Experience or Understanding:**

While not essential, knowing the basics of home building is ideal. This will help find suitable content ideas.

*Live small, dream big.*

30 Gilmore St, Launceston TAS 7248

E [tinyhomes.tas@gmail.com](mailto:tinyhomes.tas@gmail.com)

[tinyhomestasmania.com.au](http://tinyhomestasmania.com.au)



**Genuine interest:**

A love for shooting this type of content and exploring all options, coming up with new ideas and researching current trends and competitors in the space to see what we can implement.

**Why Join Tiny Homes Tasmania?**

At Tiny Homes Tasmania, you'll be a part of an exciting journey as we experience significant growth and innovation in the tiny home industry. Here's why you should consider joining our team:

**Rapid Expansion:** Be a part of a dynamic company that has grown from 4 to 12 employees in just six months and has 38 unique homes scheduled for construction in the upcoming year.

**Growth Opportunities:** Engage in meaningful work during a pivotal phase of our business as we plan to scale our operations significantly, with ambitious targets for production increases and the development of a state-of-the-art headquarters.

**Creative Influence:** Take ownership of the role and unleash your creativity as you help to shape our brand's narrative. You'll have the chance to build a popular YouTube channel that showcases our innovative projects and the talented team behind them.

**Collaborative Environment:** Experience a supportive and collaborative workplace where your ideas and contributions will be valued, and where you can directly impact our brand presence and community engagement.

If you're looking for a rewarding role in a growing company and have a passion for storytelling through content, we'd love to hear from you!

*Live small, dream big.*

30 Gilmore St, Launceston TAS 7248

E [tinyhomes.tas@gmail.com](mailto:tinyhomes.tas@gmail.com)

[tinyhomestasmania.com.au](http://tinyhomestasmania.com.au)