

Job title: Social Content Creator (L8)

Core information

Location: London head office ▾	Lines of business or shared capability area:
Reports to: Social Creative Art Director	
People Management: No ▾	
Assignment Management: Please select ▾	
Partnership Level: Partnership level 8 ▾	Manager's Partnership level: Partnership level 7 ▾
Number of direct reports:	Partnership level(s) of direct reports: None ▾

About the John Lewis Partnership

The Partnership is the UK's largest employee-owned business and home to our two well-loved retail brands - John Lewis & Partners and Waitrose & Partners, as well as expanding into new areas beyond retail.

We aren't an ordinary business though. The Partnership is different because everyone who works here isn't just an employee. We are Partners, with a shared responsibility for our success, and we share the rewards when we're successful.

Everything we do is powered by our unique purpose: **Working in Partnership for a happier world.** Our Purpose inspires our principles, drives our decisions and acts as our guide, so that everything we do contributes to Happier People, Happier Business and a Happier World.

Critical purpose of the role

The Social Content Creator is the agile creative heartbeat of the Social Content Team. Your primary purpose is to produce highly engaging, social-first video content that drives authentic community connection across our social platforms.

While you will thrive as a highly collaborative Partner - working closely with a supportive team of strategists, producers, and videographers - you must possess the proactive initiative and autonomy to independently ideate and concept, head out into the field, self-shoot, edit, and execute ideas from start to finish. You will live and breathe internet culture, specialising in the native, fast-paced, and "low-fi" aesthetics that resonate deeply with audiences on social platforms such as TikTok and Instagram.

Primary Outcomes & Accountabilities

End-to-End Native Creation: Independently and/or as part of a team, ideate, script, self-shoot, and edit highly engaging content directly optimised for social platforms and formats such as TikTok, Instagram Reels, and YouTube Shorts.

Engaging, Social-First Asset Production: Focus on agile, social-first content creation that feels authentic and native to a user's feed.

Measures of success

Agility: Demonstrated ability to identify, pitch, shoot, and deliver reactive trend content independently within a tight 24-hour or same-day window.

Audience Engagement & Retention: Consistent delivery of assets that hit or exceed target benchmark metrics and objectives, such as view-through rates, shares, saves, and comments.

Social-First Execution: Assets cleanly match the



Reactive Trend Capitalisation: Actively monitor social trends to integrate into content for relevant cultural moments for the brand.

Insights: Regularly review key social metrics to adapt creative work, ensuring it generates maximum engagement and resonates with the community.

Strategic Support: Contribute towards overarching content and brand strategies to help shape the future direction of campaigns and annual strategies.

platform-specific nuances, visual language, creative direction and brand guidelines.

Skills

- **Platform-Native Production:** Mastery of in-app editing, native text overlays, filters, transitions, and creator-focused tools.
- **Trend Spotting & Ideation:** An innate understanding of what makes content perform across platforms,, and how to quickly adapt internet subculture to apply across content for the brand.
- **Mobile Videography & Audio:** Strong skills in capturing clean, engaging footage and clear audio using smartphones, basic gimbals, and/or wireless microphones.
- **On-Camera Confidence/ Direction:** Willingness to occasionally feature in content, execute natural voiceovers, or direct internal Partners and talent to perform authentically on camera.
- **Self-Reliance & Initiative:** Exceptional self-start capabilities; comfort working independently on location and managing your own production timeline.
- **Social Copywriting:** Ability to create engaging copy, leveraging platform-appropriate hooks, on-screen text, and social captions.

Qualifications & Experience (where applicable)

Essential

- **Portfolio:** Proven experience as a dedicated Social Content Creator, TikTok/Reels Producer, or running a successful personal/brand social channel in a fast-paced creative environment. A portfolio/showreel demonstrating strategic thinking and social-first creative executions, highlighting overarching outcomes vs objectives.
- **Platform Mastery:** In-depth knowledge of the technical nuances and best practices for social media platforms, including organic and paid nuances.



- **Data Literacy:** Ability to interpret key social metrics and reporting to inform future creative iterations and optimisations.

Desirable

- **Retail Experience:** Experience creating quick-turnaround content for a retail, fashion, home, or lifestyle brand.
- **Collaborative Autonomy:** A proven track record of working seamlessly within the team structure while maintaining the drive to execute solo projects efficiently from start to finish.

Version	Created/updated by	Date
1.0	Rory Tan	29.05.26