

GARÇON!

YOUR FIRST FAN

CONTENT STRATEGIST

Garçon! is not this obnoxious french waiter you may encounter from time to time. He is actually Bangkok's #1 Agency dedicated to social media only, designing stunning strategies for brands across Thailand and beyond.

Because we thrive on creativity, shine under talent, genius and imagination, we provide 120% of our energy to developing innovative, entertaining and edgy social media campaigns for our clients to STAND OUT.

We're all about social media content: as we speak we're currently launching an hypnotizing campaign teaser, crafting a series of short silly videos and rebranding countless Instagram accounts with a touch of style and sense of innovation. We handle everything from strategy to execution, page management to content production, artwork design to viral ad campaigns, influencer marketing and so much more.

We're a bunch of creative minds, social media nerds and free spirits who are not afraid of going wild. Feel like you're the same? Great!

Garçon! is growing and we are looking for new talents to work on some of the most strategic accounts of the Agency.

Join us!



THE JOB

The Content Strategist determines the creative vision of a brand or a campaign and will develop that vision through social media content. From photography to graphic design and video, the job requires to work alongside Graphic Designers, Copywriters, Photo and Videographers to create the cohesive look and feel of a brand by ensuring the visuals, messaging and designs are on point.

The Content Strategist works on developing innovating and viral Facebook and Instagram campaigns with bold, inspiring and engaging content. Finally, she/he is a highly motivated individual with experience and passion for designing and implementing social media strategies with a strong focus on innovation and creativity.

MISSIONS

- Produce new content ideas for our clients' social media channels (Facebook, Instagram, Stories, LINE, YouTube, LinkedIn, TikTok...)
- Conceive and implement creative concepts, guidelines and content strategies.
- Lead brainstorming meetings and creative sessions to generate fresh ideas.
- Shape brand standards, tone of voice and message across different social media channels.
- Work closely with the Studio (Photographers, videographers and Designers) to execute and produce the social media assets.
- Ensure quality control over the social media assets created.
- Oversee clients creative pitches and proposals.
- Work closely with the Production team to ensure budgets and timelines are respected.
- Meet with clients or upper management to explain campaign strategies and solutions.
- Revise content and presentations, approve/reject ideas, provide feedback to the team.
- Oversee the post-production process, including editing, special effects, music selection.



QUALIFICATIONS

As leading the creative team, the Content Strategist establishes the visual identity of an organization and lead its creative output. You are required to demonstrate outstanding creativity and a strong artistic sense, always willing to try out new ideas and experiment with new tools. You will also need to have:

- Strong, professional written and verbal communication skills in English and Thai.
- Minimum of 2 years experience as a Content Creator or Art Director in an agency.
- Solid organization skills: ability to coordinate the planning of teams of +2 persons.
- Sensibility for design, art, advertising and social media content.
- Experience with technical knowledge in post-production (editing) on softwares such as Photoshop, Illustrator, InDesign, Premiere Pro, etc.
- Ability to synthesized ideas and answer client's brief.
- Must be a creative and strategic thinker.
- Provide plenty of creative ideas and an understanding of the clients' vision.
- Aware of the current trends on social media.
- Ability to work in teams and under pressure.
- Be responsive and respect deadlines.



WHAT YOU GET

TRAINING

Every quarter we give you access to trainings in line with your career path development. We believe that learning new skills and gaining in expertise isn't an option but a must for everyone at the agency.

ABILITY TO MOVE UP

We are always on the lookout for talents. As we grow, we want you to grow alongside. We provide in-house opportunities to progress to managerial positions.

FAIR COMPENSATION & BONUSES

You work hard and we play our part. We offer motivating salaries and yearly benefits to reward your bottomless passion and celebrate the team's successes.

YOUNG, CREATIVE & BOLD TEAM

We're creating social media content so we want you to unleash your free-spirit and be yourself. BTW, drop the suit and the formalities, come as you are and shine

We love originality, creativity and anything out of the box. If you feel like sometimes you don't belong to human kind, then you definitely belong to Garçon!

APPLY

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