



<https://premierpointmortgage.com/job/content-creator/>

Content Creator

Description

Premier Point Mortgage is looking for a sharp, highly creative **Content Creator** who can turn ideas into scroll-stopping content. From short-form videos and educational carousels to SEO-rich blogs and lead-generating email campaigns — you'll be the storyteller behind the brand.

This role is perfect for someone who understands how to create *engaging, value-driven, and conversion-friendly* content that resonates across platforms (Instagram, TikTok, YouTube, LinkedIn, Email, and Blog).

Responsibilities

- **Develop and execute a content calendar** across social, email, blog, and video platforms
- **Create original content** including videos, reels, photos, infographics, blog posts, and captions
- **Film and edit short-form videos** (interviews, tips, behind-the-scenes, testimonials, etc.)
- Collaborate with the marketing team to align messaging with campaigns, seasonal pushes, and lead funnels
- Research mortgage and real estate industry trends and simplify them into digestible content
- Optimize content for SEO and platform-specific algorithms
- Track and report content performance metrics and adjust strategies accordingly
- Stay ahead of digital trends to bring fresh ideas and formats to the table

Qualifications

- 2+ years of experience in content creation, digital marketing, or social media
- Strong copywriting and storytelling ability (voice, tone, clarity, call-to-action)
- Proficiency in Canva, Adobe Creative Suite, or similar design/video editing tools
- Experience creating short-form video content for TikTok, Reels, and YouTube Shorts
- Strong understanding of Instagram, LinkedIn, and TikTok best practices
- Familiarity with basic SEO and email marketing principles
- Excellent time management and organizational skills
- Mortgage/real estate industry experience is a major **plus**, but not required
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Job Benefits

- **Competitive pay** (based on experience) + bonus potential
- **Hybrid work flexibility** (Work from home + in-office collaboration)
- Collaborative, creative, and supportive culture
- Freedom to pitch and execute your own content ideas

Hiring organization

Premier Point Mortgage LLC

Employment Type

Part-time, Contractor, Per diem

Industry

Finance

Job Location

990 Raritan Rd., 07066, Clark, New Jersey

Working Hours

Flexible Work Schedule

Base Salary

\$ 150 - \$ 1500