



## Job Description

Job title:	Head of Facebook Video
Department/Brand:	Content / Core Video
Reports to:	Director of Social
Duration:	Perm
Hours:	Full-time
Office Location:	London / Hybrid

## About Jungle Creations

[Jungle Creations](#) is an award-winning social media-first publisher that exists to create ideas that get people to thrive online and in the real world. With offices in London and New York, the company owns and operates a number of hugely popular media brands. They each create and publish content across a number of different passion points, from food to women's interests and fitness, and they include; VT, Twisted, Four Nine, Craft Factory, Level Fitness, Futur3ology and Lovimals, which together have amassed over 125 million followers worldwide. Jungle Creations works with clients including the likes of Diageo, McDonald's and Unilever, to help them reach its audiences through impactful and engaging branded content which has seen the company win The Drum's sought after 'Branded Content Team Of The Year' for the last four years in a row. Today the business has branched out into many offline ventures including Twisted: A Cookbook, delivery-only restaurant business; Twisted London, and a Twisted IPA in collaboration with Brewgooder. Jungle Creations is also home to The Wild, an award-winning social media-first creative agency that helps brands turn heads and make it matter, specialising in social media management, multi-platform creative campaigns, branded content, production, influencer, and performance marketing.

### **Role Purpose**

We are looking for an individual to join us and become the key stakeholder for our Facebook video output. The successful candidate will help lead the strategy to elevate our storytelling and personality-driven social video.

The Head of Video will be responsible for a team of Video Editors and Social Researchers. They will have experience in social video, storytelling and people management. They will help devise video products that enable the brands of Jungle Creations to scale its video output while ensuring all content is original and engaging. The role will span across the portfolio of brands, ranging from food and crafting to lifestyle and culture.

On a macro level, the Head of Video will identify the key platform levers for quality and scale of video, while understanding how to weave the internal brand-specific narratives into the

content.

## **Key Responsibilities**

- Own the Facebook strategy and the key KPIs that ladder up to its success
- Manage a team of Video Editors and Social Researchers. Motivating and guiding them to achieve individual and collective KPIs
- Create video formats that are engrossing and socially engaging
- Collaborate with the Studio teams to optimise original content for Facebook
- Work with the design function to constantly evolve the aesthetics of our content
- Produce processes and workflows that teams follow to improve retention rates of videos

## **Background & Experience**

- Experience in a fast-paced video production environment
- An understanding of Facebook, Tiktok and Instagram
- Proof of success when creating content for Facebook or digital assets
- Excellent interpersonal skills
- Ability to combine social data with creative flair
- An understanding of producing social videos at scale

## **Skills and competencies**

Skills:

- Journalism and or proof of video storytelling ability
- Leadership experience
- A clear understanding of social video
- Experience in either production or Video editing

## **Competencies (Behaviours):**

- Proactiveness
- Relationship building
- Collaboration
- Attention to Detail
- Accountability

## **Bonus Points:**

- Previous experience working with social media content in a fast-paced environment



- A native understanding and usage of TikTok as a platform

All employees are expected to comply with the company code of conduct, act professionally with colleagues, and treat colleagues and the workspace with respect; It is your responsibility to ensure your behaviour, attitude and appearance always positively reflect Jungle Creations and doesn't do anything that would bring the reputation of the company into disrepute or cause a loss of confidence in its work.

Measures of success and key stakeholders:

Employees are monitored with bi-annual KPIs to measure their performance; these KPIs are made up of both skills and behavioral competencies. Jungle is committed to rewarding those employees who consistently exceed their bi-annual KPIs and will ensure those employees advance within the business.

KPIs:

- Facebook revenue
- Average Watch Time of all content
- Design, spelling and factual accuracy

Key stakeholders:

- Director of Social

## We want you to add to our culture

At Jungle Creations, we aim to ensure our workforce reflects the diverse society we live in. Our different ideas, our different perspectives and our respect for one another enables us to be innovative, and creative and build a sense of belonging that actively encourages our people to add to our culture. We want everyone to feel that Jungle Creations is a place where they belong and that is the reason why we look for the cultural add, not the cultural fit.

## Our mission

*'We exist to create ideas that get people to thrive online and in the real world'*

## Our values

This is who we are. These qualities are the things we look for in new Jungle talent, the things we celebrate and reward our people for, and the things clients discover about us and our work.



### **Collaborate.**

Whether in a small or large capacity, every one of our departments work in collaboration with each other. Encouraging this total collaboration means our people can team up with ease, and create the perfect environment for idea sharing, creative thinking, and working closely with clients and partners alike.

### **Innovate.**

In a business and world that is forever changing, we pride ourselves on how agile and adaptable we are. Striving to experiment, take risks and be bold, Jungle celebrates how quickly its people can innovate and move with the times, ensuring we are at the forefront of change and the best in the industry.

### **Champion.**

We champion our people, their ideas, and their differences. Our people respect one another and the things that make each of us unique. We aim to support all voices internally and reflect this in the work we do. We actively encourage our people to add to our culture and want everyone at Jungle to feel that they belong.

## **Post Covid-19 Plan**

We have carried out a full risk assessment and have moved to a permanent hybrid working system that sees staff split their time between the office and home (government guidelines allowing). Each team differs in terms of their in-office expectations so feel free to discuss this during your interview process.