



Job Description: Content Creator

About IDEAS For Us: [IDEAS For Us](#) (IDEAS) is a 501(c)(3) non-profit organization and accredited NGO of the United Nations. Our mission is to develop ideas, fund action, and scale solutions that solve the world's most pressing environmental challenges. Since 2008, we have been guided by our vision to contribute to a future where humanity thrives in harmony with nature and in peace with one another. Thousands of our volunteers have taken action in over 40 countries around the world and we have now evolved to specialize in helping cities advance sustainability at the local level through our projects, programs, and initiatives such as [Fleet Farming](#). We align all of our projects with the United Nations' [Sustainable Development Goals](#) to bring communities closer to fulfilling the Global Goals on a local scale.

Job Description:

TITLE: Content Creator

EMPLOYMENT STATUS: Part-Time

HOURS: 24 hrs / week

REPORTS TO: C-Level Team or Team Director

PAY: \$18-22 / hour

LOCATION: Orlando, Florida.

Content Creator Job Description: The Content Creator will support IDEAS For Us by leading the development and execution of creative content across digital platforms to raise awareness of our programs, promote environmental action, and engage our global community. This role includes producing compelling photo, video, and written content, managing social media accounts, and supporting campaigns that align with our mission. The position requires collaboration with staff, program managers, and partners to effectively communicate our impact and inspire eco-action.

Requirements:

- Experience in content creation, photography, videography, and/or digital storytelling.
- Proficiency in social media platforms (Instagram, Facebook, TikTok, LinkedIn, YouTube) and scheduling tools.
- Strong writing and editing skills, with a creative eye for visual design.
- Ability to manage multiple projects, meet deadlines, and work both independently and collaboratively.
- Passion for environmental sustainability, community engagement, and climate action messaging.

Responsibilities:

- Provide weekly updates to the supervisor on content progress and performance (verbally and/or in notes document).
- Plan, create, and publish engaging content (photo, video, graphics, captions) for all IDEAS For Us social media accounts.
- Capture high-quality visuals at IDEAS events, programs, and workshops.
- Support the marketing team with branded assets, promotional campaigns, and storytelling initiatives.
- Collaborate with program managers to highlight on-the-ground impact through interviews, success stories, and behind-the-scenes content.
- Monitor trends in digital media and adjust content strategies accordingly to maintain audience engagement.
- Assist with email newsletters as needed.
- Ensure all content aligns with IDEAS For Us brand identity, voice, and values.
- Track engagement metrics and analytics to improve future content and campaign performance.

- Attend and document outreach events, volunteer days, and community activations to showcase IDEAS For Us' mission in action.

Skills & Capabilities:

While reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions, the applicant must:

- Be able to carry equipment such as camera gear, tripods, and promotional materials.
- Possess excellent verbal and written communication skills.
- Be organized, creative, and attentive to detail.
- Be passionate about promoting environmental awareness and community-based solutions.
- Be reliable, flexible, and punctual.
- Be a self-starter and able to work independently.
- Adhere to and perform well against all IDEAS For Us policies and procedures.
- Have reliable transportation.

Education & Experience

- A Bachelor's Degree in Communications, Media, Marketing, Environmental Studies, or a related field is preferred but not required.
- Must have at least 1-2 years of experience in content creation or digital media, preferably in a nonprofit or mission-driven organization.
- Be able to provide examples of your style or capabilities.

To submit a formal application, please visit www.ideasforus.org/jobs. | Contact: Email: contact@ideasforus.org