

Job Description - Community & Member Engagement Producer

GET IN FOCUS MEDIA

About the Role

We're looking for a Community & Member Engagement Producer to join our high-performance marketing studio at Get In Focus Media.

This is a field-based role focused on building visible, human presence across our leisure and wellness clients. Working flexible hours, often including evenings and weekends to capture the best member and community content.

You'll be responsible for capturing real member moments, documenting activity across sites, and creating reusable image and video assets that fuel our digital, social, email, and campaign output.

This role blends community presence, content capture, and social publishing.

It is ideal for someone who loves being on-site, telling real stories, and turning live activity into a consistent, on-brand digital presence. This role represents a significant opportunity to bring client communities to life and lead the way with exciting and engaging content.

Key Responsibilities

1. Community Presence & On-Site Engagement

- Maintain an “always-on” presence across assigned client sites.
- Capture authentic member stories, team activity, and community moments.
- Build strong relationships with on-site staff and members.
- Represent Get In Focus Media in a positive, energetic, and professional way.
- Identify standout stories, events, and engagement opportunities.
- Ensure clients feel actively supported and visible.
- Online community management.

This role carries “Presence Responsibility” - ensuring our clients look alive, engaged, and community-led.

2. Content Capture & Asset Creation

- Capture high-quality photo and video content on-site
- Create reusable asset libraries for studio and campaign teams.
- Film short-form video content suitable for Reels, Shorts, and Stories.
- Capture testimonials, behind-the-scenes moments, and member highlights.
- Ensure content reflects brand tone and positioning.
- Organise and categorise assets for easy reuse.

3. Editing & Publishing

- Publish content against a structured weekly calendar.
- Maintain consistent visual identity across multiple clients.
- Work with Studio to align captured content to campaign themes.
- Adapt long-form content into short-form clips.
- Use AI-assisted tools where appropriate to improve speed and quality.
- Edit content into on-brand outputs for:
 - Instagram
 - Facebook
 - LinkedIn (where relevant)
 - New channels where relevant (e.g., TikTok)
 - Email snippets

4. Cross-Team Collaboration

- Work closely with:
 - Studio Creative Team
 - Client & Studio Ops Manager
 - Performance & Planning
 - Client Operations teams (to ensure have permissions & access rights)
- Supply campaign teams with fresh, real-world assets.
- Flag upcoming events and capture opportunities.
- Align on campaign messaging before publishing.
- Provide content that strengthens paid and organic campaigns.

Experience & Skills Required

Essential

- 2+ years experience in content creation, social media, or community management.
- Strong photo and short-form video capture skills.
- Confident using editing tools (CapCut, Canva, Adobe, or equivalent).
- Comfortable publishing across social platforms.
- Good understanding of tone, brand consistency, and engagement.
- Confident communicating with members and staff on-site.
- Highly organised and able to manage multiple locations/clients.
- Willingness to travel between client sites.
- Must have a full, valid driving licence and their own vehicle.
- Flexible working hours - often required to work evenings and weekends.

Desirable

- Experience in leisure, fitness, or membership-based businesses.
- Basic understanding of engagement metrics and social performance.
- Experience building content calendars.
- Familiarity with email marketing snippets and repurposing content.
- Exposure to AI editing or automation tools.

Success in This Role Looks Like

- Clients feel visible, active, and proud of their digital presence.

- Strong library of reusable real-world assets.
- Regular, consistent publishing rhythm across accounts.
- Higher engagement on social posts featuring real members.
- Campaign teams have fresh, authentic content to work with.
- Sites feel connected to digital marketing efforts.
- Community stories are captured before they disappear.

KPIs & Measures of Success

Presence & Consistency

- Minimum agreed on-site visit cadence maintained.
- Weekly publishing rhythm maintained per client.
- Consistent coverage of key events and activity.

Asset Creation

- Fresh content delivered weekly into shared asset library.
- Reusable video/photo bank continuously growing.
- Campaign teams regularly using captured content.

Engagement

- Growth in engagement on community-led posts.
- Positive feedback from client teams and members.
- Increased use of member stories across channels.

Operational Discipline

- Content calendar maintained and delivered against.
- Assets delivered on time for campaign deadlines.
- Travel and site coverage scheduled efficiently.

Working Style

- Energetic and people-oriented.
- Confident with camera and community interaction.
- Organised and reliable.
- Comfortable working independently in the field.
- Creative but disciplined.
- Able to balance spontaneity with structure.

What You'll Be Doing

This isn't a desk-based role. Here are examples of real activity:

- Visiting Tom Dean Swim School centres and capturing swim lesson highlights.
- Documenting member journeys across Leisure Focus Trust sites.
- Filming short-form gym floor or class content.
- Capturing testimonials from parents, members, or coaches.
- Editing and publishing content to short deadlines.
- Building a weekly "What's On" content rhythm, against a planned content calendar.
- Providing campaign teams with real-world visuals for membership pushes.
- Creating story-led content that builds belonging and trust.