

Job Opportunity

Digital Content & Communications Producer

Office: Nelson Mandela Bay / Port Elizabeth

Full time/ part time: Full-time

Reporting Relation: Head of Marketing

ABOUT CONSOLIDATED WEALTH GROUP

Consolidated Wealth Group (CWG) is a financial planning business providing holistic, long-term advice to individuals and families.

We are building an internal capability to consistently communicate our thinking through video, audio, and written content across multiple digital channels.

JOB OVERVIEW

We are seeking a Digital Content & Communications Producer to take ownership of the execution and day-to-day management of CWG's digital communication function.

This includes converting recorded insights into high-quality video, audio, and written content, as well as taking responsibility for the group's digital communication platform (currently CIJ). The role is accountable for ensuring structured, consistent communication and engagement across all CWG audiences — including clients, prospective clients, staff, and industry peers.

This is a hands-on, execution-focused role responsible for running and improving CWG's content and communication engine.

Key Responsibilities

Manage and operate CWG's digital communication platform to:

- Maintain ongoing client communication
- Support structured prospect and audience journeys
- Deliver targeted, segmented messaging
- Maintain and update audience segments and communication lists
- Execute communication journeys across all CWG audiences
- Monitor engagement metrics and provide insights to improve performance
- Support event-related communication, including invitations, audience targeting, and RSVP tracking

Content Production

- Record and edit video and audio content (DaVinci Resolve preferred)
- Produce long-form videos, short clips, and audio summaries
- Deliver consistent, professional outputs Basic Visual Formatting
 - o Apply templates for: thumbnails, lower thirds, caption overlays, simple social graphics, etc.
 - o Ensure consistent application of brand guidelines

Content Repurposing

- Use AI tools to convert recordings into:
 - o articles and summaries
 - o captions and content snippets
- Prepare content for website, email, and social platforms

Publishing & Digital Communication

- Publish content across CWG platforms (website, YouTube, LinkedIn)
- Take ownership of the Weekly Wrap email newsletter
- Ensure consistent formatting, quality, and scheduling as per approved CWG brand identity

Financial Planner Enablement

- Prepare distribution packs (captions, prompts, clips, links)
- Support advisor participation through simple, consistent processes

Content & Workflow Management

- Maintain and manage the content calendar
- Ensure consistent publishing cadence
- Bring structure and discipline to workflows

Content Operations

- Maintain a structured content library
- Contribute to CWG's internal **content and communication playbook**
- Document and improve processes over time

Role Boundaries

This role does **not**:

- design brochures or marketing collateral
- perform brand design or website development
- create client presentation decks
- define marketing strategy

Design and web development remain with external partners.
All work priorities are coordinated through the Head of Marketing.

Skills & Experience

Skills

- Video editing (DaVinci Resolve or similar)
- Familiarity with AI content tools
- Basic design capability (template-based)
- Strong organisational and administrative ability
- Attention to detail and reliability
- Adaptable, with the ability to balance change and routine

Experience

- Graduate or early-career candidate
- Portfolio of relevant work preferred
- Financial services experience not required

Success in This Role

- Digital communication channels operate reliably
- Content is consistently produced and published
- Client and prospect engagement is maintained and improved
- Advisors are supported and increasingly active in distribution
- Content systems and playbook are developed and maintained

Final Note

This role is central to building CWG's long-term internal capability in content and digital communication. We are looking for someone who takes ownership, works in a structured way, and enjoys improving how things are done over time.