



*Improving lives*

## TERMS OF REFERENCE User-Generated Content (UGC) Creator

**Location:** Fair Trade Lebanon- Hazmieh

**Type of Contract:** Freelance

**Languages Required:** Excellent writing skills in English / French is a plus

### JOB SUMMARY:

We are looking for a Freelance User-Generated Content (UGC) Creator to produce engaging and authentic content that resonates with our target audience. As a UGC Creator, you will craft high-quality videos, photos, and other digital content to be featured across social media platforms, marketing campaigns, and brand promotions.

### ROLE AND RESPONSIBILITIES

- Create compelling and relatable UGC-style content, including short-form videos, product reviews, testimonials, lifestyle shots, and more.
- Align content with brand voice, messaging, and marketing objectives.
- Film and edit content using a smartphone or camera, ensuring high production quality.
- Follow creative briefs while bringing your own unique style and perspective.
- Collaborate with the marketing team to develop and test new content formats and ideas.
- Stay up-to-date with social media trends, platform algorithms, and viral content formats.
- Optimize content for engagement, storytelling, and shareability.

### QUALIFICATIONS & EDUCATIONAL REQUIREMENTS

- Proven experience creating high-quality user-generated content (portfolio or samples required).
- Strong understanding of TikTok, Instagram Reels, YouTube Shorts, and other content-sharing platforms.
- Ability to create engaging, organic-looking content that feels natural and unscripted.
- Basic video editing skills using mobile or desktop software.
- Passion for storytelling, creativity, and brand authenticity.
- Ability to meet deadlines and work independently.
- Familiarity with content trends, influencer marketing, and digital media best practices.

### PREFERRED SKILLS

- Willingness to commit to the Fair Trade standards
- Experience working with brands on social media campaigns.
- Understanding of influencer marketing and audience engagement tactics.

- Knowledge of social media analytics and performance tracking.

**APPLICATION SUBMISSIONS GUIDELINE:**

- Interested applicants to send their cover letter and CV to [careers@fairtradelebanon.org](mailto:careers@fairtradelebanon.org)
- Only shortlisted candidates will be contacted.