



JOB DESCRIPTION

MARKETING & SOCIAL MEDIA SPECIALIST

CONTENT, VIDEO & BRAND

LOCATION	2180 Perry Lane Rd, Suite 105, Brunswick, GA 31525 (on site)
DEPARTMENT	Marketing
REPORTS TO	Management
TYPE	Full time, 40 hours per week
OPENINGS	1
EXPERIENCE	0–5 years. Open to recent graduates of marketing, communications and film or media programs.
SCHEDULE	Occasional evenings and weekends around shoots and events
COMPENSATION	\$58,000 – \$72,000 based on experience
RELOCATION	Moving expenses reimbursed up to \$5,000 with receipts

1. POSITION SUMMARY

Scojet is hiring a content specialist to plan, shoot, edit and publish the story of how things get made. You own the whole path: idea, storyboard, shoot, edit, publish, and the performance readout that tells you what to do next.

You will work alongside our engineering and manufacturing teams daily, capturing rapid prototyping including laser sintered metal, resin printing and FDM; 3, 4 and 5-axis machining and mill-turn work; and engineering simulation including FEA, mold flow for casting and injection molding, and light analysis.

YOU WILL NEVER LACK FOR B-ROLL.

Most content jobs are about making ordinary things look interesting. Here a laser fuses metal powder into a finished part, a five-axis machine cuts geometry you cannot make any other way, and a simulation shows plastic filling a mold. The hard part is not finding something worth filming. It is choosing.

That work feeds every channel we have: social, sales and marketing material, email campaigns, internal documentation and our podcast.

2. RESPONSIBILITIES

CREATE

- Produce short and long form content: process films, product features, explainers and interviews.

- Shoot photo and video in an active manufacturing environment, from machining cells to the print room and inspection lab.
- Light a scene and capture clean audio in a loud shop.
- Edit in Adobe Premiere, with Photoshop, Lightroom, Illustrator and After Effects as the work requires.
- Write hooks, captions and calls to action tuned to each platform.
- Produce and edit podcast episodes, including audio, video, show notes and pull-out clips.
- Direct engineers and machinists on camera, and appear on camera yourself where it serves the story.

PLAN AND PUBLISH

- Own the content calendar and posting schedule across every channel.
- Plan shoots end to end: brief, shot list, deliverables, file naming and metadata.
- Schedule shoot time around live production without stopping it.
- Build and maintain an organized, searchable asset library.

GROW AND MEASURE

- Grow our audience on LinkedIn, YouTube, Instagram, Facebook and TikTok, and engage with the people who respond.
- Tailor content to audience, channel and funnel stage, and produce assets for paid campaigns and email.
- Keep visuals and voice on brand, and deliver SEO-friendly filenames, alt text and descriptions.
- Track views, retention, click-through, saves and inbound interest. Report what worked, and change what did not.

JUDGMENT ON THE FLOOR

- Learn what can and cannot be shown. A great deal of our work sits under customer confidentiality, and knowing where that line falls is part of the job.
- Work safely around live machine tools, lasers and moving equipment, in the required PPE.

YOUR FIRST 120 DAYS

1. **Weeks 1–4.** Learn the processes and the people. Walk every cell and build an inventory of what we can film and what we cannot.
2. **Weeks 5–8.** Publish your first process film and a set of short-form cuts from it. Establish the posting calendar.
3. **Weeks 9–12.** Take over the channels, stand up the asset library, and support your first email or paid campaign.
4. **Weeks 13–16.** Own the calendar end to end and deliver the first performance readout with recommendations.

3. REQUIREMENTS

ESSENTIAL

- Zero to five years producing content, in-house, at an agency or freelance. Internships, client work, student films and a channel of your own all count.
- Strong photography and video craft: you can light a scene, hold focus and record clean audio.
- Editing ability in Adobe Premiere, with working knowledge of Photoshop and Lightroom.
- The writing ability to land a hook, a caption and a call to action.
- Shoot planning discipline: brief, shot list, deliverables, file naming and metadata.

- Evidence you can grow an audience, whether from a job, a client or a channel of your own.
- A portfolio. Short-form video with hooks and captions, plus product and environmental work.
- Willingness to work on a manufacturing floor in PPE, around noise, coolant and moving machinery.
- Curiosity about how things are made. No engineering background required, but wanting to understand what you film is.

PREFERRED

We hire on craft and judgment. Nobody arrives with all of this. If you meet most of the essential list, apply.

- After Effects, motion graphics and color grading; podcast production from recording through distribution
- Paid social and email campaign work (Meta, LinkedIn, Google); analytics and reporting tools
- B2B audience growth, particularly on LinkedIn and YouTube
- Macro and product photography; studio lighting; drone work with a current FAA Part 107 certificate
- Manufacturing or other technical subject matter; enough CAD literacy to pull a render from SolidWorks
- Camera and lens ownership. Adobe Creative Cloud is provided.

4. COMPENSATION & BENEFITS

Base salary: \$58,000 – \$72,000 based on experience.

- **100% of employee health insurance premiums paid by Scojet**, including dental and optical coverage.
- \$25,000 company-paid life insurance policy.
- 401(k) with 100% match on the first 3% and 50% on the next 3%.
- Eight paid holidays and two weeks paid vacation.
- Adobe Creative Cloud provided, plus paid training and professional certification.
- Moving expenses reimbursed up to \$5,000 with receipts.

HOW TO APPLY

Send your resume and a portfolio link. With it, please include:

- Two short-form videos you shot and edited yourself, with the hooks and captions you wrote.
- One example of content that produced a result you can point to.
- A short outline of how you plan a shoot, from brief through delivery.
- Your primary camera, lenses and editing tools.

APPLY ONLINE	www.scojet.com/jobs
EMAIL	jobs@scojet.com

HIRING PROCESS

1. A 30-minute telephone conversation with the marketing team.
2. A portfolio review. Walk us through two pieces and the decisions behind them.
3. An on-site visit to see the shop, meet the team and scout what you would shoot first.
4. Offer.

First call to decision in under three weeks. Candidates who are not selected are told why.

This description is a general guideline for the role and is not exhaustive of all duties inherent in the job.

ABOUT SCOJET

WHY THIS ROLE IS DIFFERENT

Scojet has been a product design, engineering, prototyping, tooling, testing and precision machining firm since 2001. Our headquarters and engineering center is in Brunswick, Georgia, with manufacturing partner operations in Monterrey, Mexico; Ninghai, China; and Bogotá, Colombia.

Most manufacturers have no idea what they are sitting on. The work is visually extraordinary and almost nobody films it well. Because we design, engineer, prototype, tool, machine and inspect under one roof, the entire arc from sketch to finished part happens where you can point a camera at it.

Projects run across automotive, agriculture, aerospace, outdoor power equipment, powersports, medical and consumer products, so the subject matter changes constantly.

WHAT YOU GET TO FILM

AREA	WHAT HAPPENS THERE
Additive	Laser sintered and binder jet metal printing, SLA and resin, SLS, FDM and PolyJet, plus silicone casting.
Machining	3, 4 and 5-axis machining centers and mill-turn machines, waterjet, tumbling and sandblasting.
Simulation	FEA, mold flow for injection molding and casting, light and optics analysis, and sintering simulation.
Inspection	A dedicated metrology laboratory with CMM and hand inspection.
People	Engineers, machinists and inspectors who are very good at what they do and rarely get to talk about it.

BRUNSWICK, GEORGIA

We sit on the Georgia coast, minutes from St. Simons and Jekyll Island. Housing costs a fraction of Atlanta, Charlotte or Detroit and the commute is about ten minutes.