



Freelance Social Media Content Creator & Video Editor

Company: Set The Stage Austin Hill Country

Location: Remote — must reside in Texas

Engagement Type: Freelance, project-based

Compensation:

- \$75 per completed and approved short-form video
- \$35 per completed and approved social media post, including static graphics or carousels
- One reasonable round of revisions is included with each assignment

Typical Workload: 2–3 pieces of content per week

About the Opportunity

Set The Stage Austin Hill Country is seeking a creative, detail-oriented **Social Media Content Creator and Video Editor** to help produce consistent, engaging content for Instagram, Facebook, and LinkedIn.

This ongoing freelance opportunity is ideal for a current college student, recent graduate, or emerging creative professional with experience in Communications, Digital Media, Multimedia, Film, Journalism, Marketing, Graphic Design, or a related field.

Set The Stage Austin Hill Country will provide the content direction, written messaging, video footage, photography, brand guidelines, logos, and other necessary creative assets. The selected freelancer will organize and transform those materials into polished, professional short-form videos, graphics, and carousel posts.

This is primarily a **content production and design role**. The freelancer will not be expected to develop the company's overall social media strategy, conduct extensive research, film original footage, or write long-form content unless separately discussed and approved.

Content may include Instagram Reels, short-form videos, before-and-after transformations, educational posts, promotional graphics, carousels, project highlights, behind-the-scenes content, and other branded social media posts.

Key Responsibilities

The Freelance Social Media Content Creator and Video Editor will:

- Create approximately 2–3 short-form videos and/or social media posts per week
- Edit short-form videos ranging from approximately 20 to 60 seconds
- Assemble provided video clips and photos into polished, engaging content
- Create branded static graphics and carousel posts using supplied messaging and assets
- Format and resize content appropriately for Instagram, Facebook, and LinkedIn
- Add captions, transitions, music, graphics, logos, and other brand elements to videos
- Apply provided headlines, opening hooks, captions, and calls to action
- Make light copy edits when needed for clarity, grammar, or platform formatting
- Follow established brand guidelines and creative direction
- Maintain a consistent visual identity across all content
- Select appropriate portions of the supplied footage and imagery for each assignment
- Export content in the correct dimensions, resolution, and file format
- Incorporate feedback and complete one reasonable revision round per assignment
- Deliver completed content within agreed-upon deadlines
- Stay familiar with current short-form editing styles and platform formatting requirements

Scope of Work

Set The Stage Austin Hill Country will generally provide:

- The topic or content objective
- Written content, captions, or key messaging
- Video footage and photography
- Logos and brand assets
- Brand guidelines
- Creative direction
- Examples or references when appropriate
- Calls to action and relevant links

The freelancer will be responsible for:

- Organizing and assembling the supplied materials
- Editing video footage into a polished final video
- Designing branded social media graphics
- Building carousel posts from the supplied content
- Selecting layouts, typography, transitions, music, and visual treatments
- Formatting and exporting content for the requested social media platforms
- Making light edits to supplied copy so it fits naturally within the design

The freelancer will not be responsible for the following unless separately agreed upon:

- Developing the overall social media strategy
- Creating monthly content calendars
- Conducting extensive topic or industry research
- Writing long-form original content
- Filming original video footage
- Taking professional photography
- Posting or scheduling content
- Responding to comments or direct messages
- Community management
- Paid social media advertising
- Analytics reporting
- Influencer outreach or partnership management

Short-Form Video Scope

Each \$75 short-form video assignment will generally include:

- One completed video between approximately 20 and 60 seconds
- Editing of footage supplied by Set The Stage Austin Hill Country
- On-screen captions or text overlays
- Brand elements, logos, transitions, and music when appropriate
- A clear opening hook and call to action based on supplied messaging
- One vertical video format suitable for Instagram Reels and use across Facebook and LinkedIn
- One reasonable revision round
- Final export in the agreed-upon file format

Pricing assumes the footage, messaging, and creative direction are supplied and reasonably organized.

Projects involving extensive footage review, advanced animation, custom motion graphics, multiple substantially different versions, major creative redevelopment, or more than one revision round may require an additional fee agreed upon before work begins.

Social Media Post Scope

Each \$35 social media post assignment may include:

- One static graphic; or
- One carousel containing up to five slides
- Design using supplied photos, written content, branding, and creative direction
- Light copy editing to fit the graphic or carousel format
- Minor resizing or adaptation for Instagram and Facebook
- LinkedIn formatting when the same creative concept can be adapted without substantial redesign
- One reasonable revision round
- Final exports in the agreed-upon file formats

Carousels containing more than five slides, posts requiring extensive copy development, or substantially different creative versions for each platform may require an additional fee agreed upon in advance.

Platform-Specific Content

Instagram

Content may include:

- Reels and short-form vertical videos
- Static feed graphics
- Carousel posts
- Story-sized graphics when assigned
- Before-and-after project content
- Educational, promotional, and behind-the-scenes content

Facebook

Content may include:

- Reels and short-form video content
- Feed graphics
- Promotional posts
- Adapted versions of Instagram graphics and carousels

LinkedIn

Content may include:

- Professional short-form video content
- Branded educational graphics
- Project highlights
- Business-to-business content targeting real estate agents, builders, developers, investors, and other industry professionals

The same core video format may be used across Instagram, Facebook, and LinkedIn. Static graphics and carousel posts may require minor resizing or formatting adjustments based on the platform.

Qualifications

The ideal candidate:

- Is a current college student, recent graduate, or emerging professional in Communications, Digital Media, Multimedia, Film, Journalism, Marketing, Graphic Design, or a related field
- Has experience editing Instagram Reels, YouTube Shorts, or similar short-form videos
- Has experience creating social media graphics and carousel posts
- Understands the basic content and formatting differences among Instagram, Facebook, and LinkedIn
- Has a strong creative eye for storytelling, pacing, composition, typography, and branding
- Can transform provided content and assets into polished, professional deliverables
- Can follow established brand guidelines and creative direction
- Is reliable, organized, responsive, and able to meet deadlines
- Is comfortable receiving feedback and making revisions
- Can work independently while maintaining consistent communication

Technical Requirements

Candidates must have:

- Their own reliable computer
- Reliable internet access
- Proficiency with professional video-editing software such as:
 - CapCut Pro
 - Adobe Premiere Pro

- DaVinci Resolve
 - Final Cut Pro
 - An equivalent professional editing platform
- Experience with a graphic-design platform such as:
 - Canva Pro
 - Adobe Photoshop
 - Adobe Illustrator
 - An equivalent professional design platform
- The ability to export videos and graphics in the correct dimensions, resolution, and file format

Compensation and Workload

Compensation is:

- **\$75 per completed and approved short-form video**
- **\$35 per completed and approved static graphic or carousel post**
- **One reasonable revision round is included with each assignment**

The typical workload will be approximately **2–3 pieces of content per week**, which may include a combination of:

- Short-form videos or Reels
- Static social media graphics
- Carousel posts
- Promotional content
- Educational or informational posts
- Before-and-after project content

The number and type of assignments may fluctuate based on business needs. Additional projects may become available as the company grows.

This is a freelance, project-based opportunity and does not guarantee a minimum number of assignments, projects, or hours.

How to Apply

Please email the following:

- A brief introduction
- Your resume
- Your current college major or completed degree
- A link to your portfolio or examples of your work (if available)
- The video-editing and graphic-design software you prefer to use

- Your general availability

Send application materials to:

Shannon.Singler@WeSetTheStage.com