

CS39 Social Media Content Creator

1. Job role

TCF sub-sector	Cross sector
Job role	CS39 Social Media Content Creator
Job role description	Creates and manages digital content for social media platforms to promote textile, clothing, footwear and related service businesses. The role communicates brand identity, product features, craftsmanship, repair services and sustainability initiatives to customers and industry audiences. In the Australian TCF industry this role often works closely with product designers, repair specialists, retailers and marketing teams to develop visual and storytelling content that highlights product quality, manufacturing processes, repair services and circular economy practices.
Performance expectations	• Develop engaging social media content aligned with brand identity and product ranges • Promote products, services and craftsmanship across digital platforms • Support customer engagement and brand visibility through regular content updates • Translate technical product or repair knowledge into accessible visual storytelling • Maintain consistent digital brand presence across multiple platforms • Monitor social media engagement and adjust content strategies • Support product launches, promotions and seasonal campaigns • Strengthen brand reputation and community engagement
Specialisation	May specialise in fashion and apparel brand storytelling, footwear and leather goods marketing, promotion of repair and alteration services, textile craft and manufacturing storytelling, or sustainability and circular economy communication.
Application in other TCF sectors	The skills described in this profile are transferable across multiple sectors of the textile, clothing and footwear (TCF) industry and may also be applied in other manufacturing and product-based industries where similar capabilities are required.

2. Key tasks and critical work functions

Key tasks	• Plan and produce social media content including images, video and short-form media • Document product development, production or repair processes • Create promotional content for product releases, services and events
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	• Manage posting schedules across multiple social media platforms • Respond to customer enquiries and online engagement • Analyse engagement data and optimise content performance • Collaborate with marketing teams, designers and business owners • Maintain digital brand consistency across platforms
Critical work functions	• Translation of technical product and repair knowledge into engaging digital content • Maintenance of consistent brand identity and storytelling • Support of digital marketing and customer engagement • Promotion of craftsmanship, sustainability and repair culture • Strengthening visibility of TCF businesses and services

3. Technical skills

Digital content production	Create images, videos and short-form content for social media platforms.
Photography and video production	Capture product imagery, repair processes and behind-the-scenes content.
Social media platform management	Manage Instagram, TikTok, Facebook and other relevant platforms.
Digital editing tools	Use photo and video editing software for professional content creation.
Brand storytelling	Communicate product stories, craftsmanship and sustainability narratives.
Analytics and performance monitoring	Analyse engagement data and adjust digital content strategies.
Digital marketing integration	Coordinate content with marketing campaigns and product launches.

4. Generic Skills

Creativity	Develop engaging visual and narrative content.
Communication	Translate technical product information into accessible digital messages.
Collaboration	Work with designers, technicians and marketing teams.
Adaptability	Respond to changing digital trends and audience preferences.
Planning and organisation	Manage content calendars and publishing schedules.
Customer engagement	Interact with audiences and build online communities.

5. Emerging skills

Emerging skills	• AI-assisted digital content creation • Short-form video storytelling for fashion and lifestyle platforms • Digital promotion of circular economy and repair culture • Influencer and creator collaborations • Data-driven digital marketing strategies • Integration of e-commerce and social media retail tools
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6. VET Qualifications and Skill Sets

Entry-level preparation	SIRSS00020 Manage and implement social media and online customer engagement or equivalent
Advanced development	BSB50620 Diploma of Marketing and Communication or equivalent

7. Job progression

Possible job progression	Digital Marketing Assistant → Social Media Content Creator → Social Media Manager → Digital Marketing Manager
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8. Classification

Australian Qualifications Framework	AQF Level 4-5
Australian Bureau of Statistics (ABS) Skill Levels	Skill Level 2-3 (depending on enterprise size and responsibility)
Open Source Classification of Occupations for Australia (OSCA)	Digital Content Creator / Marketing Communications Specialist



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