

## Job Description – Content & Creative Lead



**Reports to:** Head of Memberships & Marketing

**Works closely with:** General Managers, Head of Operations, Central Ops Manager & external creative/content partners

**Direct Reports:** n/a

**Location:** Liverpool HQ with national travel to sites

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### **About The Climbing Hangar**

The Climbing Hangar (TCH) is the UK's leading indoor climbing operators, with a **mission to inspire bolder living**.

We are more than just climbing walls: we create communities where everyone feels welcome, supported, and empowered. Our model is rooted in people-first principles, culture, and consistent operational standards that allow us to scale from 11 to 30+ sites without losing the authenticity that defines us.

### **Role Purpose**

As we scale nationally, our ability to deliver consistent, authentic, and creative campaigns will be central to building our brand and sustaining membership growth.

The Content & Creative Lead owns TCH's storytelling, visual identity, and creative campaigns. This role ensures our brand is expressed consistently across channels and touchpoints, from digital to in-centre. They will manage the production of high-quality content, assets, and toolkits that drive engagement, bring our campaigns to life, and reflect the values and energy of TCH's community.

The role also integrates influencer and user-generated content into the creative mix, ensuring campaigns feel authentic, relevant, and impactful. By leading creative direction and content execution, this role is key to building awareness, driving engagement, and strengthening member retention.

### **Key Responsibilities**

#### **1. Creative Strategy & Brand Identity**

- Own and evolve TCH's brand identity, tone of voice, and visual guidelines.
- Ensure consistent application of brand across digital, social, in-centre, and partnership activations.
- Partner with the Head of Marketing & Membership to bring campaign themes and seasonal activations to life.
- Act as brand guardian, protecting consistency while driving innovation.
- Partner with the Performance & CRM Manager to ensure creative assets are optimised for each channel and audience segment.

#### **2. Content Creation & Campaign Assets**

- Develop and deliver content calendars for national and local campaigns.
- Produce engaging creative assets (photography, video, graphics, copy) that reflect the TCH brand and community.
- Manage outsourced creative and content partners where required.
- Build toolkits that enable site teams to activate campaigns locally in a consistent way.
- Ensure all creative assets reflect TCH's inclusivity principles and are accessible across formats and audiences.

#### **3. Storytelling & Community Engagement**

- Lead on brand storytelling that highlights TCH's culture, inclusivity, and community values.
- Develop content that supports both acquisition (prospective members) and retention (existing members).
- Manage social content direction in partnership with site teams.
- Amplify user-generated and influencer content within TCH campaigns.

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### 4. Campaign Delivery & Integration

- Support delivery of the annual campaign calendar with creative assets on time and to scope.
- Ensure influencer content and collaborations are integrated into social and digital campaigns.
- Work with the Performance & CRM Manager to align content with funnel/lifecycle campaigns.
- Collaborate with Operations to ensure in-centre creative aligns with campaign activity.

### 5. Collaboration & Project Management

- Manage project timelines, creative briefs, and delivery schedules for campaigns.
- Liaise with external partners, agencies, and talent to deliver creative projects.
- Provide creative support to cross-functional teams (Retail, People, Ops).
- Ensure content creation processes are efficient, scalable, and future-ready.
- Monitor engagement, reach, and creative performance data across campaigns to inform future content decisions.
- Work with the Performance & CRM Manager to optimise creative assets based on audience insights and performance metrics.
- Use social and campaign analytics to identify high-performing themes and refine brand storytelling.

### Success Measures (KPIs)

- Brand consistency and sentiment scores across campaigns and channels.
- Growth in social engagement, reach, and community participation.
- Timely delivery of creative assets for national campaigns.
- Adoption and quality of campaign toolkits across sites.
- Demonstrated improvement in campaign engagement metrics informed by data and insights.
- ROI uplift from influencer and content-driven campaign

### Experience & Qualifications

- Experience in creative/content leadership, ideally in consumer, leisure, or lifestyle brands.
- Strong design and content production skills (video, photography, graphic design, copywriting).
- Ability to develop and manage brand identity and guidelines.
- Experience managing agencies, freelancers, and external creative partners.
- Understanding of influencer content integration and campaign delivery.
- Familiarity with project management tools and creative workflows.

### Personal Attributes

- Creative, innovative, and passionate about storytelling.
- Strong eye for design and detail with a flair for visual consistency.
- Organised, able to manage multiple projects at pace.
- Collaborative team player, comfortable working across HQ and sites.
- Curious and plugged into social and creative trends.