

Job Posting: Social Media Video & Reels Creator (Part-Time)

Are you passionate about running, creativity, and content creation? We're looking for a fun, energetic, and skilled **Video & Reels Creator** to join our team at Medved Running and Walking Outfitters, a locally owned running specialty store in Rochester, NY.

Position: Part-Time Social Media Video & Reels Creator

Hours: 3–10 hours per week to start, with potential for more

Location: Some in-store attendance and event coverage required

About the Role:

You'll be responsible for creating engaging, on-brand reels and short-form video content for our social media channels (Instagram, TikTok, etc.). We're looking for someone who can capture the energy of our community, showcase our products and events, and bring the fun side of running and fitness to life online.

Responsibilities:

- Film and edit short-form video content and reels
- Attend store events and community runs to capture live footage
- Collaborate with our team on creative ideas and campaigns
- Manage and organize video content for social media
- Stay current with social trends and platform best practices


Requirements:

- Experience shooting and editing video content (CapCut, Adobe Premiere, or similar tools)
- Background in video production, photography, or digital media
- A creative eye for storytelling and branding
- Familiarity with running, fitness, and athletic culture
- Ability to work independently and meet weekly content goals
- Flexible schedule for occasional evening/weekend events

Bonus:

- Experience managing social media content calendars
- Background in marketing or communications
- Personal passion for running or training

If you love creating content, understand the running community, and know how to make reels that pop, we'd love to hear from you!

 **To Apply:** Please send your resume, portfolio and links to social content you've created and a brief introduction to orders@medvedrunwalk.com.