



## Position: Content Media Specialist

Base compensation salary range - \$50,000 - \$58,000 (salaried exempt)

J.C. Newman Cigar Company, founded in 1895, is headquartered in the historic Ybor City neighborhood of Tampa, Florida. As the oldest family-owned cigar manufacturer and distributor of premium cigars in the United States, we take pride in operating the last cigar factory in Tampa's iconic Cigar City.

As a member of the marketing and creative team, under the guidance of the Director of Hospitality and Community Engagement, the Content Media Specialist will be responsible for promoting J.C. Newman's products as well as the El Reloj factory experience through photography, video production, and graphic design. The qualified individual will focus on creating high-quality visual content to support the creative needs of multiple company divisions. This role requires a talented individual who can independently manage their workload while collaborating with an energetic and passionate creative team. Flexibility and efficiency in production are key attributes in our fast-paced environment.

The Essential Duties, Functions and Responsibilities are as follows:

- Collaborate with the creative team to brainstorm and prioritize photography and videography projects.
- Plan and execute all aspects of content production, including scheduling, scripting, camera operation, lighting, and audio.
- Capture high-quality images and video footage for internal and external use, including promotional materials and social media platforms.
- Edit video content (visual and audio) into multiple formats: long-form, short-form, snippets, and still images.
- Edit and enhance photographs using tools like Adobe Lightroom and Photoshop.
- Maintain a content library to organize and catalog visual assets.
- Manage multiple projects simultaneously, ensuring deadlines are met and deliverables align with brand standards.



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- Provide creative input to enhance storytelling and ensure alignment with company goals and messaging.
- Other duties may be assigned as required.

The Required Skills, Knowledge and Abilities are as follows:

- Bachelor's degree in marketing, communications, design, or related field required.
- 2 years-experience Photography/Videography/Adobe Creative Suite
- Proficient with Microsoft Office Suite or related software
- 2 years' experience Social Media content experience required.
- Excellent organizational skills and the ability to prioritize tasks in a dynamic environment.
- Strong communication and interpersonal skills for effective collaboration.
- Attention to detail and a commitment to producing high-quality work.
- Flexibility to work a varied schedule, including occasional evenings or weekends, as needed.
- Less than 10% travel is typically required.
- This is not a remote position.

Physical Requirements:

- Exerting up to twenty-five pounds of force occasionally and/or negligible amount force.
- Frequently or constantly lift, carry, push, pull or otherwise move objects and repetitive motions.
- Occasionally required to stand, walk, stoop, kneel, crouch or bend.
- Subject to inside environmental conditions; and
- The noise level in the work environment is usually moderate, but if performing work in areas deemed high noise areas, hearing protection will be supplied and required while in the designated area.

At J.C. Newman Cigar Company we hold a belief that diversity and inclusion is an essential part of our success over the last 130 years. We have a diverse and inclusive team of dedicated people and are proud to be an Equal Opportunity Employer and comply with all federal, state, and local laws prohibiting employment discrimination of any kind. We are a drug-free workplace and conduct pre-employment drug screening.

J.C. Newman offers a competitive benefits package which includes major medical, vision and dental insurance, 401k Savings Plan with Company match, Company-paid life and short-term disability insurance, Company-sponsored long-term disability, additional life insurance and healthcare insurance policies, vacation, and personal time.

To be considered for this position and the opportunity to join the most elite cigar manufacturer in the industry, please forward a copy of your resume to our Human Resources Department at [hr@jcnewman.com](mailto:hr@jcnewman.com). Candidates can also pick up an application at our factory located at 2701 N. 16th St., Tampa, FL 33605 or log onto our website at <https://www.jcnewman.com/company/careers/> to complete an application.