

Job Title: Social Media Content Executive - Gyms & Clinics

Company: Dencorp Ltd

Location: Luton Head Office (near town centre), LU1 5DL

Working Pattern: Full-time (up to 40 hours per week, flexible including evenings)

Reporting to: Head of Commercial Marketing & People

Build, Create, Grow — Join Dencorp Ltd

We're looking for a highly capable, creative Social Media Content Executive to take ownership of content across two fast-growing Brazilian Jiu-Jitsu (BJJ) gyms in Luton and Bedford, alongside supporting marketing content for our growing network of 5+ private dental clinics.

This is not a passive posting role. You'll be on the ground — filming live classes, capturing real moments, creating high-performing content, and directly influencing brand growth. If you're someone who understands what performs on social media and knows how to create it, this role gives you the platform to make an impact.

What You'll Be Doing

You'll lead content creation end-to-end — from idea to execution to performance.

- Capture high-quality video and photo content across gyms and clinics
 - Film live BJJ classes, events, and behind-the-scenes content (including evenings)
 - Edit engaging, platform-optimised content for Instagram, TikTok and Facebook,
 - Plan and manage a structured content calendar
 - Schedule and publish content consistently
 - Monitor performance and refine content based on insights
 - Actively engage with audiences to build community and brand presence
 - Collaborate with internal teams to identify content opportunities
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What We're Looking For

This role suits someone hands-on, proactive, and confident in both creative and strategic thinking.

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- Proven experience in a social media or content creation role
 - Strong videography and photography skills (you know how to capture content that performs)
 - Editing skills across tools such as Premiere Pro, CapCut, Final Cut, Lightroom, or Photoshop
 - Solid understanding of social media platforms, trends, and engagement strategies
 - Experience with scheduling tools and content planning, posting
 - Ability to manage multiple projects and deliver consistently
 - Reporting and analysis of campaigns & paid media
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Essential Requirements

- Own transportation and willingness to travel across Bedfordshire and London
 - Availability to work flexible hours, including evenings for filming classes and events
 - Comfortable working in both fitness and healthcare environments
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What Will Set You Apart

- Interest in sport, particularly Brazilian Jiu-Jitsu or martial arts
 - Experience creating content in gyms, sports environments, or healthcare settings
 - A strong portfolio that demonstrates both creativity and results
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Why Join Us

- Be part of a growing, multi-sector business with real momentum
 - Take ownership of content strategy and execution — your work will directly drive growth
 - Work in a fast-paced, varied environment (no two days are the same)
 - Opportunity to shape the digital presence of multiple brands
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If you're someone who doesn't just post content but understands how to create content that performs, we want to hear from you.

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