Content Creator for the Copenhagen Metro's Social Media Channels (Maternity Cover)

Deadline:
06-12-2026

Contact person:
Nete Kamper

Position type:
Fuldtid

Want to create content that gets all of Copenhagen watching?
400,000 people travel on the Metro every day. To work, to a concert or home after a night out. We are part of Copenhagen's daily rhythm, giving us plenty of stories that can surprise, entertain and engage audiences – and reach far beyond our own followers.
Our talented Content Creator is going on maternity leave. We are therefore looking for a creative professional to build on their work and produce content that people across Copenhagen want to watch and share.
You will work with one of Copenhagen's best-known brands and have access to people, stories and places that few get to experience up close. There is room for your ideas and your drive to try new things – along with opportunities to create content that goes viral and makes headlines.
We have already achieved strong results and established a distinctive editorial voice. Now, we are taking our content further with sharper formats and more compelling storytelling that makes the Metro relevant to everyday life, strengthens our brand and encourages even more people to choose the Metro.

From the first idea to the final edit
You will take primary responsibility for developing and producing content for the Metro's Facebook and Instagram channels. You will spot the story, find the angle and take your ideas from concept to finished content. You will also contribute ideas for TikTok, where we experiment with humour, new formats and stories about Copenhagen and the Metro's passengers.
You will also manage the content calendar and oversee the production schedule. Working closely with our Social Media Editor, you will coordinate productions and make sure ideas come to life.

Great ideas are a team effort
You will join a social media team consisting of an editor, two student assistants and regular external social media presenters. You will direct and coordinate the work of one of the student assistants and contribute to a shared editorial team that brings together press, social media and newsletter content.
Our approach combines journalism, creativity and data, and we work closely with marketing to develop the Metro's brand and customer experience. We create our best stories together, so you will need to be able to develop and deliver your own ideas while bringing others on board. We have ambitious goals and strong professional expertise, and you will have a real say in shaping our content.

Is this you?
We are looking for someone who:
- Brings creative ideas and solid experience in content production, particularly for Facebook and Instagram.
- Can shoot video, take photographs and edit content with visual flair and personality.
- Keeps up with developments on social media and turns trends into original content with the Metro's distinctive voice and style.
- Collaborates effectively, builds relationships and works with others to bring ideas to life – both within the team and across the organisation.

•Works in a structured way, coordinates tasks and keeps track of multiple productions.
•Uses data and insights to create content that engages audiences and delivers results.
•Is confident using Adobe, CapCut, Canva or similar tools.
We care less about your educational background and more about what you can create.

Ready to come on board?

This is a full-time maternity cover position with an expected start date of 15 February 2027.
The initial contract is for six months, with the possibility of an extension until the end of 2027.
Salary will reflect your qualifications and experience.
Send us your CV, a short cover letter and, ideally, examples of content you have created yourself. Show us what you can do and tell us which ideas you would bring to the Metro's social media channels.
Application deadline: 6 December 2026.

Questions?

Contact Nete Kamper, teamchef for Sociale Medier og Presse, på 72 42 48 01 / nek@m.dk.