



Social Growth & Content Manager (Freelance)

Are you obsessed with TikTok trends? Do you live for a viral moment? Do you *get* alternative weddings and know how to turn scrolls into saves, shares and actual ticket sales?

We're looking for a creative, proactive Social Growth & Content Manager to take our TikTok and Pinterest presence to the next level 🚀

This is not a "post and hope" role. We want someone who understands strategy, trends and storytelling and can help grow our reach, engagement and brand visibility across both platforms.

🔔 Important Notes about the Role

This is **not** a wedding day content creator role. We are not looking for someone to attend events and film BTS.

This is a **digital growth and content strategy role** focused on scaling our **TikTok and Pinterest presence**, increasing reach, engagement and ultimately driving ticket sales and brand awareness.

This is not a high-volume posting role. Content creation is shared across the team, with this role focused on strategy, growth, high-impact content and community engagement.

❤️ About Us

Quirky Weddings have been hosting alternative wedding fairs and festivals for rule-breakers & rebels across the UK for the past 7 years. 💜 We connect couples who want to ditch tradition with inclusive, creative suppliers who actually *get them*. Think bold, colourful, gothic, retro, queer, joyful weddings that are unapologetically different.

We also publish Quirky Weddings Magazine twice a year and host the annual Quirky Wedding Awards – the UK's first and only alternative wedding awards.

The Role

We're looking for someone who understands how to turn content into **growth**.

This is a hands-on role where you'll be responsible for both **creating content** and **driving performance** across TikTok and Pinterest.

You'll take ownership of these platforms and help us scale them in a way that feels aligned with our brand and actually delivers results.

What You'll Be Doing

- Creating engaging, scroll-stopping short-form video content
- Identifying and jumping on relevant trends quickly
- Repurposing existing content into high-performing formats
- Planning and scheduling consistent content
- Growing followers, reach, saves and engagement
- Developing Pinterest boards, pins and SEO-driven content
- Analysing performance and adapting strategy
- Bringing fresh ideas to the table (we want creativity, not copy + paste!)

We're Looking For Someone Who

- Has **proven experience growing a TikTok account** (this is essential)
- Can demonstrate **high engagement, strong views or viral content**
- Understands **what makes content perform**, not just look pretty
- Is confident filming, editing and creating content independently but also happy to create content from pre-existing media
- Thinks both **creatively and strategically**
- Understands Pinterest as a **search platform**
- Is proactive and full of ideas (no micromanaging here!)
- Is based in the UK

This Role Is NOT For You If

- You only create content at weddings or events
- You don't have experience growing social accounts
- You need detailed direction for every post

The Details

- Freelance contract
- **20 hours per month**
- **£14 per hour (£280 per month)**

What You'll Get From Us

We don't just expect great work, we make sure it works for you too...

- ✨ **Completely flexible working** – work the hours that suit you, from your own home
- 🗣️ **Full autonomy** – manage your own time and workload (no micromanaging here 🙌)
- 📧 **Your own Quirky Weddings email account**
- 💍 **Complimentary stands at Quirky Wedding Fayres** if you have your own wedding-related business
- 🎁 **Pirkx employee benefits package** after 6 months probation, including discounted gym memberships, 24/7 GP appointments and more
- 🏆 **A ticket to our annual Quirky Wedding Awards** (plus accommodation if needed!)
- 🚗 **Expenses covered** if travel is ever required
- ❤️ **A fun, dynamic and genuinely lovely small team** who support each other and work together to achieve results
- ✨ Opportunity for **extra hours and responsibilities** if they become available including with our sister company, Unconventional Wedding

How to Apply

Please send the following to mark@quirkyweddingfayre.co.uk

- Your CV and a cover letter explaining how your skills would suit the role
- Links to TikTok account/s you've managed and examples of content you've created

Successful candidates will be invited for an initial telephone interview with our HR Manager followed by a video interview with both our HR Manager and Director. This will include a short interview task to complete.

Final Note

We're not looking for safe, samey content. We want bold ideas, personality and someone who knows how to make people stop scrolling.

'Your day, your way' applies to weddings... and content too!

Job Description: Social Growth & Content Manager (Freelance)

Quirky Weddings

Role Overview

The Social Growth & Content Manager will be responsible for the development, execution and optimisation of Quirky Weddings' TikTok and Pinterest presence, with a clear focus on audience growth, engagement and conversion.

This is a hands-on freelance role combining content creation with performance-driven strategy. The successful candidate will take ownership of these platforms, ensuring content is aligned with brand values while delivering measurable results in reach, engagement and ticket sales.

This is not a high-volume posting role. While the Social Growth & Content Manager will lead on strategy, growth and performance, content creation will be shared across the team. The Director and Sales & Marketing Manager will continue to contribute content, allowing this role to focus on creating high-impact content, identifying viral opportunities and engaging with the wider TikTok community.

This role is UK based but remote and does not require attendance at events unless otherwise agreed.

Key Responsibilities

Content Creation & Execution

- Create engaging, on-brand short-form video content tailored to TikTok and similar formats
- Repurpose existing brand assets (imagery, video, supplier content) into high-performing social content
- Produce and edit content independently using relevant tools and platforms
- Maintain a consistent posting schedule aligned with campaign timelines and key event dates

Platform Growth & Strategy

- Develop and implement strategies to grow TikTok and Pinterest audiences
- Identify and respond to relevant trends, audio and content formats in a timely manner
- Optimise content for maximum reach, engagement and shareability
- Ensure all content aligns with Quirky Weddings' brand tone, values and audience

Pinterest Management

- Create and manage Pinterest boards aligned with SEO and search intent
- Design and publish pins that drive traffic to relevant web pages and event listings
- Optimise titles, descriptions and keywords to improve discoverability

Performance & Optimisation

- Monitor platform analytics including reach, engagement, saves, clicks and conversions
- Regularly review content performance and adjust strategy accordingly
- Test and iterate content formats to improve results over time
- Provide insight into what is working and opportunities for growth

Planning & Collaboration

- Plan content in line with marketing campaigns, event launches and key promotional periods alongside the Director via Asana planning boards
- Collaborate with the wider team to align messaging and priorities
- Proactively suggest new ideas, formats and opportunities for growth

Person Specification

Essential Skills & Experience

- Proven experience managing and **growing a TikTok account** with measurable results
- Ability to demonstrate **high engagement, strong views or viral content**
- Strong understanding of **short-form content trends, platform algorithms and audience behaviour**
- Ability to **create, film and edit engaging content independently**
- Experience repurposing existing content into high-performing formats
- Understanding of **what drives content performance**, not just aesthetics
- Ability to balance **creative thinking with data-led decision making**
- Strong organisational skills and ability to **manage workload independently**
- Proactive, self-motivated and able to bring forward new ideas

Desirable Skills & Experience

- Experience managing or growing a **Pinterest account**, including SEO and search-led content
- Experience working within the **wedding industry** or with lifestyle/creative brands
- Understanding of **conversion-focused content** (e.g. driving traffic, ticket sales or enquiries)
- Familiarity with **content planning tools** and analytics platforms
- Experience working in a **small business or fast-paced environment**
- Understanding of inclusive, alternative or non-traditional brand audiences
- Understanding of accessibility (alt text, subtitles etc) for all types of media

Working Arrangements

- Freelance contract
- 20 hours per month

- Remote working
- Flexible hours, managed independently by the contractor

Remuneration

- £14 per hour
- Equivalent to £280 per month based on agreed hours
- Paid on the last working day of the month

Additional Benefits

- Flexible, remote working environment
- Autonomy over workload and schedule
- Access to internal communication systems and company email
- Eligibility for Pirx benefits package following 6-month probation period
- Invitation to attend the annual Quirky Wedding Awards (with accommodation where required)
- A collaborative, creative and inclusive team environment
- Potential for additional hours or responsibilities as the role develops

Reporting Structure

The Social Growth & Content Manager will report directly to the Director of Quirky Weddings and will work collaboratively with the wider marketing and events team.

Contract Nature

This is a freelance contractor role. The successful candidate will be responsible for managing their own time, equipment and working environment unless otherwise agreed.

If you have any questions about the role before applying then please contact Lily Jones, Director of Quirky Weddings on lily@quirkyweddingfayre.co.uk