

XICOIA

Job Title: Social Media Editor
Location: Remote / Hybrid
Duration: Full-time / Freelance
Start Date: ASAP
Compensation: DOE

About XICOIA

XICOIA is an AI-driven creative studio, media representation company, and the team behind Tilly Norwood, “the first AI personality to feel like a genuine breakout talent.” We develop original entertainment formats, digital characters, scripted series, and cutting-edge content that blends human creativity with emerging technology, bringing forward the next generation of storytelling.

About the Role

We’re looking for a talented and versatile Social Media Editor to join our team. If you have experience editing video content for social media platforms and have an interest in emerging AI tools, this is your chance to shape the digital presence of one of the most exciting AI personalities in the industry. You’ll create content for various social platforms using AI-driven workflows to craft engaging, shareable content that resonates with our audience.

You will be hands-on in creating short-form videos, promotional content, and experimental posts, all designed to drive engagement, grow brand awareness, and help elevate Tilly Norwood’s presence across social media. Whether it’s crafting viral content, creating interactive campaigns, or experimenting with new formats, you’ll be at the forefront of creative experimentation.

As we have a lot of exciting projects in the works, you’ll need to jump right into our AI-driven workflows. Although prior experience with AI tools is not a must, we’re seeking someone who is excited to explore and integrate new AI technologies into their workflow. If you’re curious about how AI can enhance storytelling and help push creative boundaries, we’d love to hear from you.

What You’ll Be Doing

- AI-Powered Social Media Content Creation: Craft visually stunning, shareable short-form

videos, stories, and branded content using AI tools like Runway, Veo 3, Sora, MidJourney, and ElevenLabs - optimised for social media platforms.

- **Motion Design & Animation:** Bring stories to life through dynamic motion graphics, compositing, and AI-assisted animation that grab the attention of social media audiences.
- **Editing & Post-Production:** Cut, grade, and finish projects with a cinematic polish - blending traditional editing with generative and procedural AI workflows. Edit and refine videos for various formats (Instagram, TikTok etc.), ensuring content is optimised for platform algorithms, audience engagement, and brand voice.
- **Social Media Strategy:** Collaborate with the Social Media Manager to develop video content aligned with the social media strategy, understanding trends and adapting content for each platform's unique style and audience.
- **Sound Design & Voice Integration:** Shape the audio landscape using AI-driven voice synthesis and sound design tools to create immersive experiences.
- **Creative Experimentation:** Play with new formats, interactive social media trends, and AI-driven workflows to create innovative and engaging content that stands out in the digital space.
- **Cross-Discipline Collaboration:** Work closely with directors, editors, and technologists to integrate AI tools across the full production pipeline - from pre-vis to post.
- **Trend Spotting & R&D:** Stay on the pulse of new AI tools, social media trends, and platform aesthetics - sharing insights to keep the team ahead of the curve.
- **Workflow Innovation:** Help evolve and refine our AI production pipeline - discovering faster, smarter ways to turn imagination into moving image.

What We're Looking For

- 3+ years' professional editing experience with a focus on social media content, branded videos or TV.
- Expertise in Adobe Premiere Pro, Photoshop, and After Effects.
- A strong sense of how social media platforms work, understanding what content resonates with audiences and drives engagement.
- Experience or a genuine interest in AI tools like Veo3, Seedream, Nano Banana, ComfyUI, Midjourney, ElevenLabs (and curiosity to explore more).
- A sharp editorial instinct - cutting with rhythm, nuance, and emotional impact to produce social media-friendly content.
- Strong organizational skills and attention to detail in timelines, files, and workflows.

- Comfortable working in fast-paced environments with cross-functional teams, combining creative and technical skillsets.
- A proactive, curious mindset and a passion for experimenting with emerging creative technology.

Please contact hire@xicoitalent.com for any questions or if you require any accessible adjustments to the application process.