

Job Title: Comedy Social Media Manager

Location: Hybrid (London-based)

Duration: Full-time

Start Date: ASAP

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 Comedy Social Media Manager to join our fast-growing creative team - someone who understands internet culture, has strong comedic instincts, and knows how to turn ideas into highly shareable social content.

This is a hybrid role combining social media strategy with hands-on comedy content creation. You'll shape the social voice of our AI-driven characters and formats, creating content that is culturally relevant, character-led, and platform-native. You'll ideate and produce comedic content, respond to trends in real time, and help develop distinctive online personalities that audiences genuinely connect with.

You should be deeply plugged into digital culture, understand what makes content perform, and enjoy experimenting with AI tools and new formats. You're a creator first - comfortable generating ideas quickly, producing content yourself, and publishing at speed. The role suits someone who can think like a comedy writer, act like a creator, and operate like a social strategist.

Comedy takes on many forms, whether it's the DuoLingo Owl, the RyanAir snark, or the teams at Argos & Currys beefing - we'd love to hear how you'd bring some fun to the table.

The role can be shaped based on experience - from hands-on content ownership to broader strategic and creative leadership. More experienced candidates may take on additional responsibilities such as leading content direction, shaping social strategy, mentoring others, or driving new creative initiatives.

What You'll Be Doing

- **Comedy-Led Content Creation:** Ideate, write, produce, and publish funny, character-driven social content across TikTok and Instagram - including short-form video, reactive content, and recurring formats, often at pace.
- **Social Strategy & Execution:** Develop and execute content strategies that grow audiences and strengthen brand voice.
- **Trend & Culture Response:** Monitor internet trends, memes, and cultural moments, turning them into timely comedic content.
- **Character Voice Development:** Help shape and maintain distinct voices, personalities, and tones for AI avatars and digital talent.
- **AI-Enhanced Content Production:** Use generative AI tools to prototype, produce, and optimise content.
- **Performance Optimisation:** Track engagement and analytics to refine creative approaches and improve performance.
- **Community Engagement:** Support audience interaction, replies, and community-driven content opportunities.
- **Cross-Team Collaboration:** Work closely with creative, production, and AI teams to develop and deliver content quickly.

What We're Looking For

- Strong-social instincts and ability to write sharp, modern, culturally aware humour.
- Experience creating social content for brands, creators, or entertainment properties (especially comedy-led).
- Deep understanding of social platforms, internet culture, and what makes content shareable.
- Ability to think in formats - short-form video, sketches, reactive content, recurring series.
- Interest in AI tools, digital personalities, and emerging media formats.
- Experience using social analytics to inform creative decisions.
- Experience managing brand, creator, or talent accounts.
- Comfortable working quickly in a fast-paced, experimental environment.
- Collaborative mindset and strong creative judgement.

You'll Thrive Here If

- You're constantly saving memes, trends, and content ideas.

- You instinctively know why something is funny or shareable.
 - You've created content that reached large audiences (personally or professionally).
 - You move fast, experiment often, and iterate based on performance.
 - You're comfortable being hands-on with content creation and publishing.
 - You enjoy internet culture, creators, and entertainment brands.
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Nice to Have

- Experience working with AI content tools or generative media.
 - Basic editing or design skills (Adobe, CapCut, Canva, etc.).
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Please contact hire@xicoitalent.com for any questions or if you require any accessible adjustments to the application process.