

PARTICLE6 | PRODUCTIONS

Job Title: Social Creative Lead

Location: Hybrid (London-based, Soho)

Duration: Full-time

Start Date: ASAP

About Particle6

Particle6 is an award-winning creative production company blending boundary-pushing storytelling with cutting-edge AI. From original TV series and documentaries to brand campaigns and immersive content, we use the latest AI tools to enhance the creative process across broadcast and commercial work.

We build and operate original AI characters. Our flagship, Tilly Norwood, has been covered by the New York Times, the Wall Street Journal and the LA Times, and will be starring in her own feature film.

About the Role

We're looking for a Social Creative Lead to own the social output of our AI characters, end to end.

You'll decide what the characters post, you'll make a lot of it yourself, and you'll lead the small team who make the rest. That means setting the concepts and the briefs, directing writers and editors, and making the final call on whether something is good enough to go out.

The characters are new, so a lot of this is unmapped. You'll be working out what these accounts are as you run them, with real latitude over voice, format and strategy, and quick access to the creative and AI teams when you need something made. We're looking for someone who wants that, rather than a brief.

What You'll Be Doing

Roughly half of this role is making things yourself. The rest is leading the team, setting direction, and reading what's working.

- **Creative Direction:** Decide what each character's channel is, what it posts, and what it doesn't. Turn that into concrete formats and a content slate people can actually make against.
- **Briefing & Leading:** Set the briefs for writers, editors and designers. Give clear, specific feedback. Develop the more junior members of the team so their work needs less steer over time.
- **Content Creation:** Ideate, write, produce and publish character-led content across TikTok, Instagram and YouTube, from one-off reactive posts to recurring formats that bring an audience back.
- **Final Sign-Off:** Own the taste call. You're the person who says this is ready and this isn't, before anything goes live.
- **Trend & Culture Response:** Spot a cultural moment and get a character into it the same day.
- **Character Voice Development:** Define and protect distinct voices, personalities and tones across our characters and digital talent, in step with how those characters appear in our film and TV work.
- **Brand & Creator Collaborations:** Spot the partnerships, cross-promotions and creator collabs worth doing. Work out which brands and which creators actually fit a given character, pitch the idea, and make it happen.
- **Launch & Press Moments:** Create a buzz on social around the things our characters are doing in the wider world: film releases, interactive platform launches, merch drops, and speaking appearances.
- **AI-Enhanced Production:** Use generative tools to prototype and produce faster than a traditional pipeline allows.
- **Strategy & Performance:** Set channel strategy, read the analytics, and change the creative based on what they tell you.
- **Community:** Handle audience interaction and community-led opportunities.

What We're Looking For

- At least five years creating social content for brands, creators or entertainment properties, including time leading or directing other people's output.
- Evidence of content you have made that reached a large audience, personally or professionally.
- Experience managing or mentoring a small creative team: briefing, feeding back, and raising the standard of work you didn't make yourself.
- A point of view. Strong opinions about what's funny, what's good and what's worth posting, and the ability to explain why.
- A deep understanding of social platforms, internet culture, and why things get shared.
- Ability to think in formats: short-form video, sketches, reactive content, recurring series.
- Hands-on editing skills. CapCut, Premiere, Adobe or equivalent, enough to take a piece from idea to published without a hand-off.

- Experience using social analytics to inform creative decisions, not just to report on them.
- Experience managing brand, creator or talent accounts.
- The creative judgement to know when something is not good enough to post, and the speed to make the next one instead.

A note on AI: our characters are AI-generated, and generative tools sit at the centre of how we make things. If that is not a way of working you find creatively exciting, this is not the right role for you.

Nice to Have

- Experience with AI content tools or generative media pipelines.
- Design skills (Canva, Figma, Adobe).
- A personal account or channel you have grown yourself.
- Experience working alongside scripted or narrative teams.

How to Apply

Please send your CV alongside the following to hiring@particle6.com.

- **Your work:** links to any accounts you run or have run, plus three pieces of content you made and the numbers they did.
- **Right to Work in the UK:** please provide any details where necessary.
- **Salary Expectations:** please provide a range or specific figure.
- **Notice Period / Availability.**
- **Academic Qualifications:** a full breakdown. Please include specific secondary school results (e.g. GCSEs or international equivalents) as well as any degree/higher education details. If any are unavailable, please clearly state this.

N.B. We understand that everyone's journey is different and that qualifications don't always tell the whole story. As noted above, gathering this information is a standard part of our recruitment process, but we're very open to hearing about all experiences and circumstances, so please feel free to share any context you'd like us to consider.

Accessibility

Please contact hiring@particle6.com for any questions or if you require any accessible adjustments to the application process.

GDPR Statement

By applying you consent to Particle6 retaining your application for 12 months unless you say otherwise.

Privacy & Your Data

We take your privacy seriously. Every application is reviewed manually by our hiring team. For full details on how we store your information and your rights under the Data Protection Act, please see our [Recruitment Privacy Notice](#).