

# Social Media Manager

**Job Title:** Social Media Manager

**Location:** Hybrid – 2 days per week in our London office (Tues/Wed); the remainder remote

**Salary:** Competitive, subject to experience

**Start Date:** ASAP

## About Us

IslamicFinanceGuru (IFG) is one of the world's most prominent Islamic fintechs dedicated to empowering Muslims to make smarter financial decisions. With a global reach of over 4 million people every month, we're addressing a significant societal challenge, helping to bridge the wealth gap experienced by many in our community.

Our investment arm, Cur8 Capital, is a cutting-edge, Sharia-compliant asset manager offering a multi-asset class approach that includes cash management, fixed income, real estate, private equity, and venture capital. We're breaking AUM records every quarter as we drive forward our ambitious mission to build a brighter financial future for Muslims worldwide.

We're now looking for a Social Media Manager to own and grow our presence across Instagram, TikTok, YouTube Shorts, and LinkedIn.

We're looking for someone who understands what makes content stop the scroll, builds genuine communities, and knows how to turn a platform algorithm into an ally. Someone who loves ideation and experimentation, and is constantly asking what makes content spread.

This role sits at the heart of our mission to help millions of Muslims build better financial futures. The right person will feel that weight and be energised by it.

## About the Role

This is a high-ownership role for someone who gets things done. You'll be responsible for driving IFG's social media presence from idea to published content: writing short-form scripts, crafting carousel and infographic copy, managing our publishing calendar, and staying permanently plugged into what's trending across platforms.

You won't wait to be told what to post. You'll come with ideas, spot opportunities before they're obvious, and move quickly. You'll work closely with our Content Lead, editors, and designers, but the day-to-day momentum of our social channels sits with you.

If you're the kind of person who opens a social media app like Instagram and immediately starts analysing why something performed well, this role is for you.

## What You'll Be Doing

### *Content Creation*

- Write short-form video scripts for Instagram Reels, TikToks, and YouTube Shorts that hook viewers in the first three seconds and hold them to the end.
- Write carousel copy and infographic scripts that break down complex financial topics in a way anyone can understand.
- Write captions and post copy that reflect IFG's voice: clear, warm, grounded in Islamic values, and never preachy.
- Adapt and repurpose long-form YouTube content into platform-native short-form formats.

### *Trend Research and Ideation*

- Constantly monitor trends across Instagram, TikTok, LinkedIn, and YouTube Shorts and bring ideas to the team before the moment passes.
- Research what's working in financial education content, Islamic content, and broader creator spaces to surface fresh angles and formats.
- Build and maintain a live bank of content ideas and trending formats the team can pull from at any time.

### *Conversion and Lead Generation*

- Understand that reach is only half the job. The other half is turning that reach into leads for IFG's products, events, and educational offerings.
- Craft CTAs, hooks, and content flows that move people from passive scrollers to active members of the IFG community.
- Work with the wider team to align social content with campaigns, product launches, and lead generation goals.
- Track and report on conversion metrics alongside reach, so we always know what's growing the business, not just the follower count.

### *Publishing and Community Management*

- Own the content calendar across all four platforms, scheduling and publishing consistently.
- Monitor and respond to comments and DMs in IFG's voice, building genuine relationships with our audience.
- Flag recurring questions, feedback, and themes back to the content team to feed into strategy.

### *Analytics and Growth*

- Track performance across platforms and report on key metrics weekly.
- Use data to identify what's working and bring clear recommendations on what to do more of, and what to drop.

## What We're Looking For

### Experience & skills

- Proven experience managing social media accounts across Instagram, TikTok, and/or LinkedIn, ideally for a brand, media company, or creator
- Strong short-form scriptwriting ability: you know how to write a hook, hold attention, and land a point in 30-60 seconds
- Experience writing carousel copy and infographic scripts that make complex topics accessible
- Solid understanding of what drives reach, saves, shares, and retention on each platform
- Confident using analytics tools to track performance and make decisions
- A genuine interest in Islamic finance, personal finance, or financial education is a strong plus

### Personal attributes

- High agency: you take an idea and run with it, you don't wait for someone to hold your hand
- Permanently curious about trends, formats, and what's resonating online
- Organised and reliable, you treat publishing deadlines like commitments
- A strong communicator who can represent IFG's voice with care and consistency
- Genuinely motivated by IFG's mission to help Muslims build better financial futures

## What You'll Get

- Competitive salary with potential progression as the role grows
- Feedback and support to improve your craft
- Generous self-development and learning budget
- Hybrid working model with flexibility to work from home
- Unlimited holidays and a supportive, mission-driven team culture
- The chance to work on content that genuinely improves people's lives

## Application Process

To apply, please fill out this short [form](#) including:

- Your CV
- A covering letter (or video, max 3 minutes) that tells us: who you are, why IFG's mission resonates with you, and specifically what you would do in the first 90 days to grow and improve our social media presence.
- Your existing portfolio of relevant material
- A short written task: pick something currently trending in the finance world that you think has viral potential, and produce a 60-second Reel script (must be your own work, not AI generated) AND a 5-10 slide carousel outline on it. No design needed, just the copy.