

Short-Form Content Specialist

Job Title: Short-Form Content Specialist

Location: Hybrid – with time required in our London office depending on your location, plus occasional travel to Manchester; the remainder remote

Salary: Competitive, subject to experience

Experience: We're looking for someone with proven experience creating and growing short-form content who can hit the ground running

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've invested in a growing portfolio of businesses that we believe have the potential to make a real impact. One of those is **Everest Pharmacy**, a fast-growing UK pharmacy business.

We want to use our experience building audiences and creating content to help these businesses reach more people and grow.

That's where you come in.

About the Role

We're looking for a **Short-Form Content Specialist** to help our portfolio companies grow through **TikTok and Instagram**.

You'll initially work closely with businesses including Everest Pharmacy, developing short-form content that doesn't just generate views and engagement, but contributes to real business outcomes.

A big part of the role will be developing **repeatable formats and series** that audiences recognise, come back for, and that we can produce consistently and scale over time.

You'll be deeply embedded with our core content team, with plenty of support, feedback, and collaboration from people who have built and grown content channels before. You'll also have a

proven content playbook to work from, but we don't want someone who simply follows it. We're looking for someone who can take ownership, generate new ideas, execute quickly, study what performs, and continuously find ways to improve.

This isn't about filling a content calendar. We want someone who understands what makes people stop scrolling, can turn ordinary topics into compelling videos, and thinks about how attention can ultimately translate into customers and growth.

What You'll Be Doing

Build Short-Form Content That Scales

- Develop short-form content across **TikTok and Instagram Reels** for selected portfolio companies.
- Create repeatable **formats, concepts, and series** that can become recognisable parts of each brand's content.
- Generate a consistent pipeline of ideas, hooks, angles, and formats.
- Turn business objectives and complex or seemingly dry topics into content people actually want to watch.
- Write scripts and briefs designed specifically for short-form.
- Work with on-camera talent, editors, and designers to take ideas from concept to published content.
- Repurpose existing content where it makes sense, while developing original, platform-native ideas.

Turn Attention Into Growth

- Understand what each business is trying to achieve and develop content around those commercial objectives.
- Think beyond views and followers, considering how content can drive **awareness, trust, enquiries, customers, and revenue**.
- Analyse performance to understand which topics, hooks, formats, and series are delivering the strongest results.
- Test new ideas quickly and double down on the formats that show potential.
- Find ways to connect high-performing content with the wider customer journey.

Stay Ahead of What Works

- Stay on top of trends, creators, platform changes, and emerging formats across TikTok and Instagram.
- Study successful short-form content both within and outside the industries we operate in.
- Identify ideas and formats we can adapt rather than simply copying trends.
- Take learnings from one portfolio company and identify where they could be useful elsewhere.

What We're Looking For

Experience & skills

- Hands-on experience creating or growing **TikTok and Instagram** content for a brand, creator, or business.
- A strong portfolio of short-form content you've personally worked on, ideally with evidence of the results it generated.
- A strong understanding of **hooks, pacing, retention, storytelling, and platform-native content**.
- The ability to develop repeatable content formats and series rather than relying solely on one-off ideas.
- Strong creative instincts and the ability to consistently generate compelling ideas, hooks, and angles.
- Strong writing and scripting skills.
- Comfortable using performance data to understand what's working and improve future content.
- Commercially minded, with an understanding that great content should ultimately contribute to business growth.
- Able to work with editors and on-camera talent to take an idea from concept to published video.

Being able to **film and edit short-form content yourself**, whether using an iPhone, CapCut, Premiere Pro, or similar tools, is a strong plus but **not essential**.

Experience creating content in healthcare, finance, consumer businesses, or other regulated industries is also useful but not essential.

We care less about follower counts and more about whether you can demonstrate that you understand **why content performs, how to turn winning ideas into repeatable formats, and how content can drive meaningful business outcomes**.

Personal attributes

- Proactive and curious, always looking for new content ideas, trends, and formats.
- Creative and experimental, but commercially minded about what the content is ultimately there to achieve.
- Strong communicator who enjoys collaborating, sharing ideas, and receiving feedback.
- Organized, reliable, and able to manage content across multiple businesses at once.
- Comfortable moving quickly, testing ideas, and learning from what performs.
- Passionate about our mission and excited to help grow businesses that genuinely improve people's lives.

What You'll Get

- Competitive salary with potential progression as the role grows

- The opportunity to build short-form channels across **multiple growing businesses rather than a single brand**.
- Real ownership over developing formats and series that could reach millions of people.
- The freedom to experiment with new ideas and creative approaches.
- Exposure to different industries, audiences, and growth challenges.
- Feedback and support from an experienced content team.
- 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

Location & Working Style

This role is **UK-based**, with flexibility to work remotely.

There will be times when you'll need to work in person with our team or portfolio companies to capture content, particularly when filming with founders, team members, or other on-camera talent. You should therefore be comfortable travelling within the UK when required.

Application Process

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

- Your CV.
- Your **short-form portfolio**, including examples of TikToks, Reels, or other short-form content you've personally worked on and results where possible.
- A covering letter outlining your relevant experience and what you'd bring to the team, or a video doing the same thing (max 3 minutes). Video is preferred and can just be a simple Loom, so don't overthink production quality.
- A short task (**max 200 words**): Take a look at Everest Pharmacy and propose **one repeatable short-form series** you'd be excited to test. Tell us what the format would be, give us three example video ideas, and briefly explain why you think it could help grow the business. We're not looking for polished scripts, just a sense of how you think.