



## Content & Channels Executive

### Recruitment Pack

**Salary: £32,000 per annum**

**Location: Folkestone (Partial home working/Flexi working options)**

**Full time: 37.5 hours a week**

**Permanent**

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### About us

Chaos Cards is a leading independent retailer based in Folkestone, Kent, specialising in trading cards, board games, and tabletop hobbies. We operate across two sites; our warehouse and our flagship store. At heart, this is a family business, built on a strong community of customers and a genuine passion for what we do.

2026 is a big year for us. With lots of changes ahead, it's an exciting time to be joining the business.

As we grow, we want to better showcase who we are to the outside world. We already have a loyal customer base and a strong in-store experience, but our online presence doesn't always reflect the energy, expertise, and personality of the team behind it.

We're now looking for a Content & Channels Executive to help bring our brand to life day to day. This is a hands-on role for someone who enjoys creating content, sharing exciting news and products, and helping support our online community.

### The role

This is a hands-on role focused on **content creation and channel management**.

You'll be responsible for creating and publishing short-form content, keeping our social channels active, responding to customers and helping the business show up online in a way that feels engaging and authentic.

While this is not a top-level strategy role, we are looking for someone with strong day-to-day judgement. Success in this role comes from spotting opportunities, reacting quickly to trends, and consistently bringing ideas to life.



You'll be working within a clear weekly plan and set priorities, but we don't expect you to wait to be told what to do. We're looking for someone who can take ownership of their area, use their judgement day to day, and contribute ideas- while staying aligned with the wider direction of the team.

## **What you'll be doing**

### **Content creation**

- Creating short-form video and image content (primarily for TikTok, Meta and YouTube)
- Capturing behind-the-scenes moments, products, and day-to-day activity
- Producing quick, reactive content based on new stock, trends, and events
- Helping the brand feel more visible, human, and current through regular content

### **Social & channel management**

- Posting and scheduling content across TikTok, Meta and YouTube
- Managing TikTok day to day
- Keeping channels active, consistent, and aligned with weekly priorities
- Responding to comments and messages across social channels

### **Supporting the wider marketing team**

- Working from weekly priorities set by the Digital Marketing Manager
- Supporting campaigns through content creation and channel execution
- Helping bring ideas to life quickly and practically
- Spotting and flagging opportunities for content or visibility

### **Visuals & brand consistency**

- Creating simple visual assets using templates (e.g. Canva or similar)
- Adapting and resizing content for different channels
- Ensuring all content aligns with brand guidelines

## **What we're looking for**

We're much more interested in how you work and show up than in specific job titles or backgrounds. We're looking for someone who brings energy, curiosity and a willingness to get stuck in.

# CHAOS CARDS

You might be a great fit if you:

- Have a genuine interest in trading cards, board games, or tabletop hobbies. You don't need to know everything, but you should feel comfortable talking about products and engaging with the community
- Have a **warm, friendly and approachable style**, both on and off camera
- Feel comfortable appearing in content
- Enjoy sharing stories, products, and day-to-day moments in a natural way
- Enjoy creating content and being hands-on
- Are confident filming simple videos on a phone
- Can work quickly without overthinking or over-polishing
- Have a good feel for what works on TikTok and social platforms
- Are organised, reliable, and able to manage your own workload
- Are happy working independently day to day, while also being part of a small, collaborative team
- Take ownership of your work without needing constant direction
- Are open to feedback and keen to improve over time

## **Bonus (but not essential)**

- Experience using tools like Canva or similar to create simple visual assets
- Experience working in retail, ecommerce, or community-led brands

## **What success looks like**

- Our social channels feel active, engaging, and reflective of who we are as a business
- We're sharing more of what makes us great- our products, our knowledge, and team
- Content is created regularly and confidently, without overthinking or delay
- The business feels more visible online, with a stronger and more recognisable presence
- We're capturing and sharing moments as they happen, not just after the fact
- Being actively engaged with latest news and announcements
- The marketing team can rely on consistent, high-quality execution

## **Key Performance Indicators**

- **Audience Growth:**  
Deliver consistent month-on-month growth in followers across key platforms, with a focus on relevant and engaged audiences.
- **Engagement Rate:**  
Achieve and maintain strong engagement across content (likes, comments, shares,



saves), demonstrating active community interaction.

- **Content Performance:**

Produce consistently high-performing content, with regular posts exceeding benchmark view and engagement levels.

- **Traffic Generation:**

Drive measurable traffic to the website and key campaigns from social media channels.

- **Content Output & Consistency:**

Maintain a reliable posting schedule, delivering agreed volume of content each week/month.

## Why join us

- You'll be joining us at a time of real growth and change
- You'll have real ownership and visibility in your work
- You'll see the impact of what you create quickly
- You'll be part of shaping how the brand shows up publicly
- You'll work closely with a small, collaborative team
- Opportunity to grow within a fast-scaling business

Alongside this, we offer:

- Competitive salary
- 28 days holiday (including bank holidays)
- Staff discount across our products
- Employee Assistance Programme
- Birthday gift of your choosing
- Discretionary bonuses

## How to apply

**OPTION A:** Please send to [liz@chaoscards.co.uk](mailto:liz@chaoscards.co.uk) an email **with your CV** and **a link** to a short piece of content you've created. This could be a TikTok, Reel, YouTube Short, or similar.

**OR**

**OPTION B:** If you haven't made content, or you'd like to create something new, you can create a 30–60 second piece of content promoting a product of your choosing, aimed for TikTok or Instagram Reels. Send this to [liz@chaoscards.co.uk](mailto:liz@chaoscards.co.uk) via dropbox- and also include your CV.



If this application method poses a challenge for you please email [liz@chaoscards.co.uk](mailto:liz@chaoscards.co.uk) to discuss options.

**Deadline for applications: Monday 4 May 2026**  
**Expected Interview Period: 7-15 May 2026**

We look forward to receiving your application!