

# Freelance Social Media Content Creator – 1.5 days per week (Flexible Hours)

Yuup | Freelance | Bristol, Bath, Brighton, Birmingham or Cardiff | 6-month contract

## About Yuup

[Yuup](#) is a marketplace for local experiences - the kind you can enjoy right on your doorstep, in the city you already call home. From pottery workshops and supper clubs to foraging walks and sound baths, we connect curious people with the brilliant independent hosts who make our cities worth living in.

We're proudly made in Bristol and active across Bath, Birmingham, Brighton and Cardiff, with a mission to help local experiences thrive.

Alongside the Yuup marketplace, we're also building a growing live entertainment and productions business - including large-scale drone light show experiences seen by more than 200,000 people across the UK so far. With our most ambitious winter tour launching in 2026, it's an exciting moment to join us creatively as we grow this emerging category of entertainment.

## The Role

We're looking for a creative and resourceful freelance Content Creator to join the Yuup team for the equivalent of one and a half days a week on a 6-month contract, with hours spread flexibly to suit you and the needs of the role.

Working closely with our marketing lead, you'll create and coordinate social content primarily for Yuup's marketplace channels, while also supporting a lightweight stream of content for our two drone show brands.

Yuup content feels like a tip from your most in-the-know friend - warm and textured, shot on location, and people-first. Our productions content leans more cinematic and spectacle-led, helping build excitement and awareness around immersive live shows and touring events.

If you love creating content rooted in real experiences, culture, events, and entertainment, we'd love to hear from you.

This is a hands-on creative role. For Yuup's marketplace channels, some weeks that means getting out and shooting content yourself; others it means working with our brilliant hosts across five cities to help them capture and contribute content for our channels.

On the productions side, the role is intentionally lighter-touch, focused mainly on creating engaging short-form social content from supplied footage and assets, with occasional opportunities to capture live events where relevant.

## What You'll Be Doing

- Producing short-form social content for Instagram (primary) and TikTok (secondary)
- Shooting and editing content yourself - confidence with a phone camera and editing tools is essential
- Creating content across both the Yuup marketplace brand and our emerging productions/drone show accounts
- Repurposing show footage, behind-the-scenes moments and supplied assets into engaging social edits (for drone shows)
- Briefing and coaching hosts to create their own content that fits Yuup's look, feel and messaging (for marketplace)
- Coordinating a rolling content calendar in collaboration with the marketing lead
- Helping maintain visual consistency and tone across multiple social accounts
- Supporting campaign moments and seasonal build-up around our touring drone show productions
- Making the most of a low budget - scrappy, authentic content that still looks and feels great

## What We're Looking For

- A strong creative eye and proven experience producing social content for a consumer-facing or e-commerce brand
- Comfortable being behind the camera, in front of the camera and directing others - hosts, not professional creators
- Experience working with UGC or community-generated content is a real bonus
- Organised and proactive - ability to coordinate across multiple locations and contributors is essential
- Instagram-native with a good understanding of TikTok trends and formats
- Confident editing engaging short-form video from a mix of self-shot and supplied footage
- Interest in culture, events, entertainment or immersive experiences would be a big plus
- Marketplace or platform brand experience is helpful, but not essential
- Someone who genuinely loves discovering the kinds of experiences Yuup exists to champion
- This role would particularly suit someone already freelancing across lifestyle, culture, hospitality, events or entertainment brands

## The Details

- One and a half days per week - taken on specific days or spread flexibly across the week, whatever works best for you
- £300 day rate + travel expenses covered for host content shoots
- Based in or near one of our five cities: Bristol, Bath, Brighton, Birmingham, or Cardiff
- Optional opportunities to attend live productions and drone shows during our 2026 winter tour

Sound like you? We'd love to hear from you. Send us a short note and some examples of content you've made to [gemma.menear@yuup.co](mailto:gemma.menear@yuup.co)