

Social Media Manager, Bumble UK

Bumble exists to bring people closer to love. We're looking for someone who can bring Bumble UK closer to culture.

We're hiring a Social Media Manager to relaunch and run Bumble UK's TikTok and Instagram. You'll spot the conversations shaping dating in the UK, find the angle Bumble can own and turn it into content people genuinely want to watch.

This is a hands-on role. You'll think strategically, then pick up the phone and make it happen.

Contract: Six-month fixed term, with potential to extend

Salary: £40,000–£45,000, plus up to 10% performance bonus

Employer: Raptor, working on secondment with Bumble UK

Location: London, hybrid

Start: 5th October or ASAP

Benefits: Private healthcare, pension and equipment provided

The role

You'll own Bumble UK's social channels day to day. That means shaping the plan, making the content, publishing it and joining conversations with our community.

You'll work closely with Bumble UK, supported by Raptor's social, creative and design teams. But this is your opportunity to bring a distinct voice, strong ideas and real creative ownership to the channels.

Be the face of Bumble UK when the content calls for it, becoming a recognisable and authentic personality for the brand.

You're equally comfortable creating content and managing a social channel. You have a natural on-camera presence and aren't afraid to put yourself out there.

How Bumble should show up

Optimistic, but not naïve.

Funny, but never cruel.

Built around women's experiences and welcoming to everyone.

Honest about dating, while still believing in love.

What you'll do

Own the channels

- Plan and publish content across TikTok and Instagram.
- Manage the content calendar, captions, approvals.
- community management: actively liking and replying to comments and monitoring DMs.
- Keep things moving without losing the spontaneity that makes social work.
- Support wider Bumble campaigns by bringing a social-first, creator-led lens to the work.

Make the content

- Pitch, script, shoot, edit and publish short-form video.
- Turn Bumble campaigns, events and audience conversations into social-first ideas.
- Create everything from quick reactive posts to recurring formats and IRL coverage.
- Use hooks, pacing, sound and on-screen text to make people stop scrolling.
- Assist with pre-planned campaigns, influencer collabs and appear on camera when needed.

Stay close to culture

- Spot the dating behaviours, creators, formats and conversations gaining momentum in the UK.
- Know when Bumble has something valuable to add and when it doesn't.
- Treat comments, replies, DMs and UGC as potential opportunities for creativity.
- Keep Bumble connected to the wider worlds of music, fashion, wellness, nightlife and entertainment.

Learn quickly

- Work with Raptor to use reporting to improve the next post.
- Test new formats, learn from the results and share what's working with the wider team.

Who we're looking for

You already know how to make good social content and have done so for a minimum of two years. That might be for a brand, an agency, a creator or your own channels.

You're:

- Comfortable shooting and editing short-form video.
- Confident on camera and good at putting other people at ease.
- Deeply familiar with TikTok and Instagram.
- Tuned into what dating in the UK actually feels like.
- Funny, empathetic and capable of handling sensitive conversations with good judgement.
- Able to tell what feels fresh, what feels forced and what people will scroll straight past.
- Fast, proactive and organised enough to make ideas happen.
- Comfortable using performance data to make better creative decisions.
- Used to a professional environment

We care more about what you can make than where you studied, how linear your CV is or how many followers you have.

What you'll get

- Real ownership of Bumble's social channels.
- Direct access to Bumble's people, campaigns, events and cultural activity.
- The opportunity to help shape the next chapter of Bumble UK social.
- A team around you, with the space to bring your own point of view.

How to apply

First stage:

No CV. No cover letter.

Send us a short video that shows us who you are, how you think and what you'd bring to Bumble UK.

The format is up to you. We're interested in your ideas, your voice and your ability to make engaging content.

After that, we'll go through an interview process with the shortlisted candidates.

Apply: [APPLICATION LINK]

Deadline: [DATE]

Bumble and Raptor welcome applications from people of all backgrounds, identities and experiences. If you need a reasonable adjustment or another way to apply, contact [EMAIL].