

Junior Content Marketer

Team: Marketing

Reports to: Chief Marketing Officer

Location: Hybrid – London office minimum 3 days / week

Type: Full-time

About TrueRights

TrueRights is building the rights infrastructure for the AI era of the creative economy.

Generative AI can now ingest, remix, and transact creative work, likeness, and creator IP at machine speed but the systems meant to govern it haven't kept up. There's no shared way to establish who owns what, what it's worth, where it's being used, and on what terms. We're building that missing layer: the pricing, monitoring, and management rails that let brands, agencies, and creators track usage rights across campaigns and platforms, see where their content is showing up, and license it cleanly.

This is one of the defining questions of the next decade: who controls, and who gets paid for, creative work in a world of AI. We're early enough that you won't just be marketing the product; you'll help shape the category and the next iteration of the creator economy itself. If you want your work to genuinely matter, you'll feel at home here.

The Role

We're looking for a Junior Content Marketer to help us produce the words, videos, and stories that bring TrueRights to life. You'll work closely with the CMO across newsletters, social media including TikTok and Instagram (organic and paid), blog posts, and other owned channels.

This is an ideal role for someone early in their career who loves creating all forms of content, is curious about how marketing works, and wants to grow quickly in a hands-on environment.

What You'll Do

- Film, write and edit content across formats and channels — newsletters, social media (organic and paid), blog posts, landing pages, and more
- Create and help produce short-form content for social media, from scripting and ideas through to captions and posting
- Support our paid social efforts on TikTok and Meta, drafting ad copy and creative, and helping monitor performance
- Help plan and maintain the content calendar
- Publish and schedule content across our channels and keep everything organised

- Support social media: drafting posts, engaging with the community, and tracking what's working
- Pull together basic performance reports (traffic, engagement, opens) and share what you're learning
- Research topics, audiences, and competitors to spark new content ideas
- Pitch in on campaigns, events, and other marketing projects as they come up

What We're Looking For

- Hands-on experience making short-form video (TikTok, Reels), even just for fun
- Strong writing skills and a genuine love of words
- Passionate about social media and content creation
- Interest in influencer marketing and the wider talent industry
- 0–2 years of experience (internships, freelance, side projects, or a portfolio all count)
- Organised, reliable, and able to juggle a few things at once
- Curious and eager to learn: you ask questions and take feedback well
- Comfortable with digital tools and quick to pick up new ones
- A self-starter who's happy in a small, collaborative team

Nice to Have

- Familiarity with SEO basics, email platforms, or social scheduling tools
- Exposure to paid social or running ads, in any capacity
- Experience in influencer marketing and the wider talent industry

What you'll get:

- Competitive salary of £25k–35k depending on experience
- 25 days annual leave
- 10 days 'work from anywhere'
- Professional development opportunities
- Laptop provided (upon request)
- The opportunity to directly influence how talent intellectual property is managed, licensed, and protected in the age of generative AI
- A meaningful seat at the table during a pivotal stage of our company's growth
- A supportive, ambitious environment with room to grow and lead
- Exposure to leading global brands, world-class talent, and major industry partners
- Hybrid working with a central London base
- The chance to do career-defining work at the intersection of influence, creativity, and AI

To apply, send your CV and a short note (and a writing sample, if you have one) to hester@truerights.com.