

Role Profile

Job title : **Social Commerce Manager (Temporary contract)**
Department : **Brands & Licensing**

Department:

Aardman Brands & Licensing team drives long term relevance of our brands and engagement with our audiences, to maximise sustainable commercial value for the studio. We market and commercially exploit Aardman's IP in a way that celebrates and respects our creative values. We work globally, and develop strategies and partnerships to deliver our products, experiences and services to grow our brands and delight our fans.

Role Overview:

We are seeking an experienced Social Commerce Manager to lead the setup, launch and initial growth of our TikTok Shop operation using a Brand Affiliate model. This is a hands-on contract role suited to a specialist who has successfully launched and scaled TikTok Shop programmes, recruiting and engaging with creators, coordinating product launches with licensees on their TikTok shop, building affiliate networks and driving sales.

Key Responsibilities:

- Lead the end-to-end setup and optimisation of an Aardman TikTok Shop, using a brand affiliate model.
- Working with a select number of existing UK Licensees; Configure product catalogues and samples and configure storefront merchandising for Aardman licensed products.
- Recruit, onboard and manage a network of relevant creators and affiliates.
- Develop creator outreach programmes and affiliate incentive structures.
- Monitor sales, conversion, creator performance and growth opportunities.
- Produce regular performance reports and scaling recommendations.

Skills & Experience:

- Proven experience launching and managing TikTok Shop programmes.
- Demonstrable experience with TikTok Shop Brand Affiliate models.
- Strong understanding of creator recruitment and affiliate management.
- Experience delivering revenue growth through creator-led commerce.
- Ability to work autonomously in a flexible contract role.

Key Deliverables:

- Launch and optimise Aardman product across various licensee's TikTok Shops by October 2026.

- Establish a functioning Brand Affiliate programme.
- Recruit active affiliate creators.
- Generate creator-led content and measurable sales.
- Create scalable model solutions for ongoing management.

Ideal Candidate:

An experienced social commerce specialist who has already built TikTok Shop affiliate programmes and can hit the ground running. This role is ideal for a consultant, freelancer or experienced practitioner seeking a flexible, part-time opportunity.

Reporting To: Director of Licensing & Distribution

Working with Key Stakeholders: Director of Digital Social & Communities/UK Licensing Manager