



Discover
something *new!*

Job Description

Title:	TikTok Live Producer and Performance Manager
Type:	Permanent
Start date:	ASAP
Hours:	40 hours per week
Salary:	Competitive, dependent on experience
Location:	This role is 100% based at our new HQ in Aylesford, Kent

Who is Must Have Ideas?

Whilst still only young, we're one of the UK's fastest growing ecommerce brands, helping over 2 million customers 'Discover Something New' every year. One in six homes in the UK now have one of our clever, problem-solving products and we're widely recognised as one of the leading ecommerce innovators of the past few years. Named by The Sunday Times as the 66th fastest growing company in the UK, we're a British success story and our incredible growth isn't stopping any time soon. We would love you to join us on this exciting journey!

The Team

You'll be working with a group of great people who think independently but collaborate as a strong team to deliver exceptional results. Career progression? Absolutely - there are plenty of opportunities to grow and develop, as our rapid growth continues.

We're fully office-based

We believe that we are at our best when we're together, and that's why our team fully works from our office from our swanky new base in Aylesford, Kent. Being together facilitates superior collaboration, encourages conversations, and sparks creativity. And there's some pretty sweet incentives to coming to the office, too, including free breakfast every day!

This Role

This is an excellent opportunity to join us on our fast-growth journey!

We're looking for a TikTok Live Producer and Performance Manager to manage all aspects of planning, executing and analysing TikTok Lives.

This is a newly created role to support the ongoing fast-growth of the organisation.

Your responsibilities will include:

- Owning the planning, production and execution of all TikTok livestreams, ensuring they are structured, consistent and commercially driven.
- Develop and manage a regular livestream schedule, building repeatable formats that maximise engagement and conversions.
- Plan each show in detail including product selection, offers, scripts, props and overall flow

- Manage the presenters, including recruitment, briefing and ongoing coaching
- Review live stream performance metrics to iterate shows and maximise results, as well as provide structured feedback to presenters
- Collaborate with the acquisition team on TikTok ad and organic strategy to ensure it aligns with livestream plans
- Manage, own and improve TikTok Shop and its performance
- Continuously test and optimise livestream formats to drive incremental revenue growth
- Monitor competitor activity and platform trends within TikTok live and social commerce to bring new ideas into the business
- Build scalable processes around livestream production to ensure consistency

You'll excel in this role if you have the following skills & experience:

- Proven experience with producing TikTok lives (essential).
- Previous experience managing TikTok Shop.
- Previous experience of working alongside a creative team to report and influence a results-driven creative strategy.
- Strong understanding of paid social advertising metrics and ability to translate analysis into actions.
- Excellent communication and presentation skills.
- Ability to report in a clear and concise manner.

What's it like to work here?

We know that our people are key to our success. That's why we strive to make MHI a great place to work – just ask our team. It's a friendly, welcoming and fun environment here. We've worked hard to create an amazing experience for our people because we know that workplace happiness goes way beyond just your salary. We're proud to offer one of the best packages of team perks in the area, including:

- Private healthcare
- Free breakfast every morning
- Paid sick leave
- Flexible hours
- Minimum of 25 days holiday per year as standard (plus more the longer you stay)
- Buy or sell holiday
- Generous paid maternity & paternity leave
- Your birthday off work every year
- Free electric vehicle charging
- Free car washing every month
- Regular team & charity fundraising events
- Free products from our range
- Generous staff discount on our range of products
- Free personal use of company vans
- Company pension
- Salary sacrifice schemes (cycle to work, electric car leasing)
- Season ticket loans
- Casual dress code
- Free and unlimited fruit, sweets, cold & hot drinks

What happens next?

Please submit your CV and cover letter to jobs@musthaveideas.co.uk.

If we think you could be a good fit, you'll be invited to come and see our offices for a more in-depth conversation.

This is an excellent opportunity to join us while the company is still young and to be part of our high-growth journey, with all the opportunities that brings.

Must Have Ideas Ltd is an equal opportunities employer and we're working hard to build a diverse and inclusive workforce.