

Paid Social Content Creator for The Woobles

Location: Raleigh / Durham, NC

Type: Full-time; contract-to-hire / Part-time considered

[The Woobles](#) is a fun, quirky brand with a lean team. We're looking for a Content Creator who specializes in thumb-stopping, conversion-driven creative specifically for paid social. This is a high-impact role where you'll concept, film, and deliver compelling, performance-focused video content optimized for platforms like TikTok, Instagram, and Meta. You'll be integral to testing new hooks, angles, and creative styles to deliver a diverse creative pipeline, directly influencing ad performance and helping scale our customer acquisition efforts.

About The Woobles

The Woobles exists to show people it's never too late to learn a new skill. We teach complete beginners how to crochet by combining a physical kit with emerging ed-tech tools.

Our work is meaningful. Many of our customers turn to The Woobles to spark joy in their and their loved ones' lives. Since 2020, we've successfully helped 1,000,000+ people experience *fiero* - the feeling you get when you accomplish something you once thought was impossible.

We're a healthy business. We have no investors and with that, comes freedom. Freedom to make choices that are best for our customers, employees, and business.

We're an unusually small team for our revenue, and we plan on keeping it that way. We're all about getting the job done with as little busy-work and meetings as possible. Our team is fully remote, spanning Wisconsin to China. So while we do a lot of our work asynchronously, we also know how to have a good time virtually anywhere ;)

We're on a rocket ship. We've seen unbelievable growth in our 4 years in business. Every day is a busy day, and the fast pace excites us. We've got ambitious goals to 1) make better products that make a significant impact on how millions of people see themselves, and 2) build a lasting brand that people more than love – that they *obsess* over.

About you

You're an all-around good human being. Life is short, and you want to be around people you like. You're kind, honest, and trustworthy. You want to work every day with positive, direct people who make you and your day better. No big egos allowed.

You value autonomy. You do your best when you're given lots of responsibility and independence. You thrive in ambiguity and enjoy making decisions. Lots of them. When you run into problems, you have the resourcefulness to solve it on your own, and the self-awareness to know when you need help. You're comfortable working remotely.

You care deeply about doing great work. You'll do whatever it takes to get things done. But you don't just settle at that. You're always looking for ways to break your own records the next time around. Your teammates know they can always count on you, just like you can count on them.

You eat feedback for breakfast. You're always looking for ways to improve (yourself, the process, the product, you name it), so you give and take feedback with equal grace.

You've got a sense of humor. Because have you seen what we make? You're an emoji connoisseur and appreciate the art of well-timed GIFs. You want to work somewhere where a sentence like this is 100% relevant: "There's 3 dinos on this one but I think it's OK because one is riding a turtle."

The role

Are you the friend who's always documenting every moment on your phone, turning ordinary days into viral-worthy clips? Obsessed with TikTok trends, Insta Reels, and finding those perfect 6 seconds of gold that keep viewers hooked?

We're The Woobles—and we're looking for a Creator to join our lean-and-mean creative team. If you're young, hungry, chronically online, and ready to whip out your iPhone to turn everyday magic into clickable, shareable, lovable content—we're talkin' to you.

We don't need Hollywood setups. We need authenticity, creativity, and someone who knows exactly why a hook is called a hook. You'll capture, produce, and help create ads and organic content that make people stop scrolling.

What you'll be doing:

- Quickly (24 hours or less!) filming and creating video content (UGC-style, testimonials, product demos, unboxings—everything's fair game) on-site at our Woobles HQ in North Carolina, and out in the world.
- Staying ahead of the latest trends and jumping on opportunities to incorporate them into our creative pipeline.
- Collaborating closely with our Director of Paid Social, Editors and Head of Growth to turn concepts into thumb-stopping ads.

- Pitching your own ideas for fresh, engaging content daily.

What you'll need:

- A natural comfort in front of (and behind) the camera. Your iPhone is your weapon of choice, and you know exactly how to use it.
- Deep understanding of TikTok, Instagram, and emerging platforms—you live online and know what's up.
- A fun, relatable, and authentic vibe. You're someone people want to listen to.
- Speed. You can go from idea to filming to ready-to-hand-to-editors FAST.
- Curiosity. You love testing new ideas and iterating based on feedback.

Interested?

Submit your resume and [Loom video](#) (see details below) to jobs@thewoobles.com with the subject line: "APPLICATION: Content Creator". Be sure to include links to your socials in the email.

In a [Loom video](#), share with us a piece of content you made that you're truly proud of. Talk us through what made it so special. Second, take a look at our ad library and let us know a style or angle that you haven't seen used in The Woobles advertising/content that you think could work well?