

MARKETING ASSISTANT

Creative UK is the independent network for the UK Creative Industries, and we know that connection changes everything. Our overarching mission is to leverage the economic, social and cultural value of the UK's creative economy. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills.

We have an exciting opportunity for a keen marketer at the beginning of their career to join our fast-paced marketing team. This is an entry-level role and will play a key role in supporting the Marketing & Communications team and will be responsible for ensuring the needs of the department are supported on a day-to-day basis. This role will also be based in our London office and will provide basic operational support when required.

The Marketing Assistant role is pivotal in supporting the day-to-day marketing activities within Creative UK. The role involves managing digital marketing tasks, such as scheduling social media posts and maintaining content across platforms, while also assisting in the production of marketing materials, including presentations and video content. A key responsibility is organizing and managing the company's digital asset library, ensuring that all marketing assets are easily accessible and well-organized. The assistant will work closely with the Digital Marketing Manager to maintain and optimize the company website, drive online traffic, and engage with visitors. Additionally, the role includes supporting event planning, preparing membership communications, gathering industry stories, and maintaining databases for media engagement. The ideal candidate is highly organized, has strong communication skills, and possesses experience in Office365, Adobe Creative Cloud, and basic website management tools.

If you are passionate about the Creative Industries and keen to develop a breadth of experience working with a team of creative experts, then we want to hear from you!

LOCATION: London based candidates or within proximity to London. Hybrid working available with workspace in Central London, min 2 day per week in workspace.

SALARY: £25,000 FTE, may consider min 3.5 day part-time

CONTRACT: 1 year initial fixed term with scope to become permanent

TO APPLY: Email your CV, cover letter and/or 1-2-minute video link* to jobs@wearecreative.uk by **midday 27th September 2024**. Please complete our anonymous diversity and inclusion [survey](#). Interviews will take place by video conference W/C **7th October 2024**, immediate appointment preferred.

* Video link optional. Creative UK is an inclusive recruiter and happy to make adjustments to our selection process by request

REPORTS TO: Communications and Content Manager

KEY RESPONSIBILITIES

Core duties:

- Play an active role in the Marketing and Communications directorate, working closely with colleagues across press, PR, programme marketing, events, digital and content
- Manage shared email accounts across the team
- Provide digital marketing support by scheduling posts and overseeing interactions on all social media channels
- Contribute to the creation of marketing assets and play a key role in the success of campaigns, by suggesting inspiring content and activations where appropriate
- Share the 'daily press roundup' with the wider business

- Support the preparation of media coverage reports, and digital marketing insight data (such as social media engagement, and website visits)
- Assist with adhoc day to day admin tasks within the team such as booking meetings and managing team planning sheets such as the passwords record and team holiday record.

Support tasks:

- Assist with the production of marketing materials, collateral and content including creation of presentations for the senior team and subtitling videos
- Be responsible for organising the Marcomms' team image, video and marketing assets library, acting as a Microsoft office365 SharePoint champion
- Work with the Digital Marketing Manager to maintain the company website and membership portal ensuring all information is timely and accurate
- Work with the Digital Marketing Manager to optimise web pages for SEO, driving online traffic and engaging with website visitors
- Supporting the team with keeping our customer data up to date in our CRM
- Gather research and stories to help spotlight and champion the work of our sector
- Work with the events team to help plan and coordinate events and initiatives across the company
- Work with the Membership team and Communications and Content Manager to prepare membership communications and content
- As required, be flexible to travel between the three offices to assist with events, filming and team meetings

Required experience, knowledge and skills:

- Highly organised with the ability to multi-task and prioritise workload and deadlines
- Interpersonal skills; an ability to communicate with people at all levels both internally and externally
- Ability to create social media content and scheduling posts
- Demonstrable Office365 and Adobe Creative Cloud experience
- Basic experience with database management (HubSpot experience desirable)
- Knowledge of website CMS systems and basic web update principles
- Experience in planning and assisting at events
- Commercial and data driven mindset
- A willingness to learn
- Passion for the UK creative industries

All our employees will be expected to demonstrate behaviours associated with our company values.

Our values drive the way we work; how we do things is just as important as what we do.

- ✓ We join the dots; collaboration is in our DNA
- ✓ We support and empower; we are here to make a difference
- ✓ We are curious, open & honest
- ✓ We celebrate difference & value equality of opportunity

THE PACKAGE

- Flexible hybrid working
- Pension enrolment 5% employer contribution from 3 months service
- Mediacash from 3 months service
- BUPA medical insurance & Life Assurance (1 year service)

- Cycle 2 Work scheme, in partnership with Halfords
- Benefits hub, discounts across a broad range of partners
- Employee Assistance Programme
- Mental Health Day, a paid day off work per annum to focus on activities which help you to alleviate stress
- Summer Fridays, finish at 3pm every Friday throughout July & August
- Your birthday off as paid leave, extra days off over the annual festive period
- Paid volunteer day per year to give something back to the community

We value difference and celebrate the creativity that it brings. We are committed to improving diversity and inclusion across our organisation and industry by championing a variety of backgrounds, perspectives, identities, talents, and physical and cognitive differences.