

# Associate Marketing Assistant

## About the company

The Community Revolution CIC is a social enterprise that provides communities with the opportunity to develop skills for employment in the digital industries.

Our main service users are sections of society under-presented in the workforce, these include:

- young people aged 16-24
- black ethnic minorities
- females
- migrant families

We consider the following to be our key digital industries of interest:

- web development/software delivery
- digital media production (video, audio, journalism, photography)
- digital marketing

Our goal is to support beneficiaries in gaining the entry-level skills required to begin a career in these highly paid industries.

Our social enterprise achieves these goals through a combination of; training programmes, a community digital magazine, and providing services to small businesses (business support, HR, digital services).

# About the job

We are currently recruiting for an associate marketing assistant to work within the marketing team of the social enterprise, which offers digital services to local SME's, particularly those run by (or serving) the following groups:

1. Black ethnic minorities
2. Women
3. Young people (16-24 years old)
4. Migrant families
5. Groups suffering from digital exclusion

We are looking for an individual who is passionate about technology (the web in particular), hands-on and eager to learn. The role is likely to involve working on multiple exciting projects (including the enterprise's digital magazine) so the individual should be able to multi-task.

Full training will be given to the successful candidate.

## Roles and responsibilities

The duties and responsibilities include but are not limited to:

- Strategy: determining goals, the social media channels to be used, and the type of content that will be shared.
- Planning and Publishing: draft plans of what their content will look like (i.e. will there be videos? Photos? How much script?) and decide when it will be put out on the platform.
- Listening and Engagement: monitoring what users, customers, and others are saying about the posts, brands, and any other business assets. This may require the adoption of a social media engagement tool.
- Analytics and Reporting: part of being on social media is knowing how far posts are going, so reports of engagement and reach are very important
- Advertising: purchasing ads on social media is a great way to promote and further develop a brand.
- Attending events and capturing footage to be published on social platforms

\* National living/National Minimum wage (whichever the candidate)

## Experience

Any prior experience in social media, marketing and/or business is desirable but not essential.

## Skills and Competence

Essential:

- Creative thinking
- Good written and oral communications skills
- Awareness of general marketing activities/processes
- Strong attention to detail
- Good time keeping and the ability to meet deadlines
- Passionate to provide excellent service
- Motivated and eager to learn

Desirable:

- Basic graphic design skills
- Basic video editing skills
- Basic photo editing skills
- Market/customer research skills

## How to apply

Send CV to the following email address:

[mail+jobs@communityrevolution.co.uk](mailto:mail+jobs@communityrevolution.co.uk)

\* National living/National Minimum wage (whichever the candidate)