



Digital marketing assistant

Job description

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Job description

The digital marketing assistant will work as part of the Inform's creative agency team and help with our social media marketing. You will help with the ideas, creating content and monitoring performance. Your work will focus on LinkedIn and Twitter, although you may draw inspiration from other channels.

You'll be proactive, driven and ready to learn as well as understand that corporate and personal social media accounts are different. We'll give you the training you need to deliver well in this role and give you skills and knowledge that will help you develop your career. You'll work closely with the rest of the business to source ideas and insight that will improve your work.

Job type

Six-month, part-time fixed term employed role (with potential to extend)

Salary

National Minimum Wage and National Living Wage rates apply to this role

Hours

25 hours per week, flexible though agreed in advance with the commercial manager

Annual leave

11.5 days (including three days' festive break). This is a portion of the 25-day standard leave for employees working 40 hours per week (including three days' festive break)

Location

Home-based, though if you're in London, you'll be close to where two of our marketing team are based and may offer the chance for face-to-face catch ups.

Reporting to

Marketing and Communications Lead and the Digital Marketing Officer

Responsibilities

We'll give you the training to develop your skills in different areas. Here's what you'll be responsible for – and we'll give you the confidence and training to deliver them well:

- Developing visual content to use on Twitter and LinkedIn using a very simple design tool (Canva) and you're welcome to explore other packages you prefer subject to any cost or licensing restrictions
- Helping schedule and post content for different themes with our digital marketing officer
- Using LinkedIn to search for leads to pass on to our sales team
- Helping deliver audience research to improve our customer journey and user experience
- Producing content for our Google My Business account
- Ad-hoc duties as required

About you

Your positive attitude to learning and sharing will be vital to your success. Some of the skills that will help you in this role:

- An excellent grasp of written and spoken English
- An interest in how people use social media to make connections, share information and persuade people to buy their products
- Confident with computers and using mobile for social media (we use Microsoft tools so if you've used these before it will help you get to grips with our work faster)
- Good organisational skills
- Self-motivation and independence. You'll be working from home so you'll need to be able to keep focused (if you're based in London, there may be some opportunities for face-to-face catch ups)
- A willingness to work as part of a team
- A positive and enthusiastic outlook
- A proactive nature

Employability skills

We will develop your skills in the following areas:

- General administration
- Communication
- Teamwork
- Meeting administration
- Data entry
- Prioritising
- Working virtually
- Customer service
- Workplace behaviour
- CV writing
- Interview preparation

You'll receive the following technology training:

- Microsoft 365 training including Microsoft Teams

What we offer

We think the most important thing we can offer you on this Kickstarter programme is a commitment to your learning and work experience.

On top of this, because we embrace the opportunities technology gives us, we have flexible working patterns to fit in with your travel, families, personal development and other activities. We think this helps our team be the fully rounded experts our clients need. Alongside generous pay, we try to create a learning and social environment. So while we have a working-from-anywhere set up, you will feel connected and supported.

On top of your salary and annual leave, we offer some excellent benefits:

- Contributory pension, helping you save for retirement.
- Ongoing opportunities to learn workplace skills and how to use technology at work
- Flexible working to fit in with your family, personal development, travel, and other activities – we have a couple of digital nomads working with us already.
- Free eye tests to help prevent screen strain.
- Monthly staff recognition rewards given to team members with exemplary performance or who receive praise from clients.
- We run different wellbeing initiatives to help you mentally and physically – we've had online yoga classes, sessions with nutritionists, parenting counsellors and psychologists and we'll keep trying to develop our support.
- From seasonal parties to online drinks at The Inform Arms, we try to keep connected through social activities to each other even though we work apart.

At the end of the six months, if you'd like to stay on with us and your performance matches what we need, we'll agree your permanent salary and hours and you'll also get these extra benefits:

- Private medical care with Vitality.
- Death in service to help your loved ones if the worst happens.