

Digital Marketing and Communications Assistant

Fixed term contract: 6 months (with the potential for this to develop into a permanent role)

Hours: Part-time, 25 hours per week

Location: Somerset House, Strand, London WC2R 1LA

Salary: London Living Wage

About this Role

The National Saturday Club is looking to recruit a creative, organised, and highly proactive Communications and Digital Marketing Assistant to join our dedicated team. In this role you will support the planning and implementation of the Trust's Marketing and Communications strategy and help to grow the digital reach of the National Saturday Club. This is a fantastic opportunity to develop Communications and Marketing experience within the creative industries, education and charity sectors.

You will be an enthusiastic and motivated individual with high attention-to detail, a passion for marketing and communications, and an interest in the creative education sector. You will be proficient at working with digital and social media platforms, and have a working knowledge of Adobe InDesign and Photoshop platforms to support the creation of digital assets and printed documents.

We are looking for an individual with excellent communication skills, both written and verbal, as there is a requirement to draft and review copy both for digital and print publications. The Trust has a strong brand identity and so a keen eye for detail, design and aesthetics is essential. You will have a grasp of brand positioning and tone-of-voice and a desire to implement and develop the National Saturday Club's Marketing and Communications strategy in line with the Trust's mission and growth strategy.

About the National Saturday Club and Saturday Club Trust

The Saturday Club Trust is an independent charity set up in 2016 to manage and develop the National Saturday Club. A growing nationwide network, the National Saturday Club offers 13–16 year olds the opportunity to study subjects that inspire them at their local, university, college or cultural institution for free on Saturday mornings. Individual Club programmes are delivered by partner institutions, professional tutors and industry practitioners, and include joint activities organised by the Saturday Club Trust.

The National Saturday Club was initiated in 2009 by The Sorrell Foundation, an educational charity co-founded by Sir John Sorrell CBE and Lady Sorrell OBE. Partly supported by public funding from Arts Council England and the Department for Education, the Club aims to nurture young people's talent, build their confidence and skills, and inform them about further and higher education, and exciting careers in the creative industries.

www.saturday-club.org

Duties and responsibilities

- Work closely with the Marketing and Communications Manager to develop and implement the National Saturday Club's social media and content marketing strategy
- Have a key role in developing the Trust's brand awareness, online presence and promotional reach, and engage followers across social media channels (Twitter, Facebook, Instagram and LinkedIn)
- Understand the purpose and brand positioning of the National Saturday Club's online presence and develop engaging content including blogs, e-newsletters, graphics, videos and social media posts
- Manage the NSC's e-newsletter database and help to source content for programme newsletters and promotional mailings
- Maintain, update and create content for the NSC website
- Support the production of print and digital documents and presentations for the programme, events and promotional activities using the Adobe suite
- Track and report on the performance of digital channels and campaigns, using Google Analytics and other relevant tools
- Support the team in ensuring that National Saturday Club social media content and websites are accessible
- Research contacts for communications and press
- Keep up to date with new web technologies and marketing trends

Experience

- Demonstrable interest in the creative industries and education sectors
- Experience of using social media platforms, preferably in a professional environment
- Ability to work independently, flexibly, positively and proactively in a high pressure and fast-paced environment
- Excellent copywriting skills
- An eye for detail and design aesthetic
- Demonstrable proficiency in the use of Adobe Suite (InDesign and Photoshop)
- Proven administrative and organisational skills
- Familiarity with software including Microsoft Office (Word, Excel, Outlook) and G-Suite)
- Mac literate

Desirable

- Educated to degree level, or equivalent experience working in a communications, marketing or digital marketing role
- Video editing, or graphic design skills
- Experience of digital marketing analytics
- Experience of using e-newsletter software such as Mailchimp, or equivalent

*We recruit in accordance with our equality and diversity procedures, so all employment opportunities are available to all applicants on a fair basis. However, we are particularly keen to recruit workers from Black, Asian or Minority Ethnicity backgrounds, and/ or disabled people, who are currently underrepresented in our team and the wider industry. **To apply please send your CV and covering letter to zoe@saturday-club.org by Monday 13 September at 12 noon.***