

**Content Marketing Assistant
The Saturday Club Trust**

Job title: Content Marketing Assistant

Contract: Permanent

Hours: Full-time

Location: Office based at Somerset House, Strand, London WC2R 1LA with some hybrid working

Salary: £26–28,000 per annum dependent on experience

National Saturday Club

The National Saturday Club is a prominent education charity working across England, Scotland, Northern Ireland and Wales. It provides a unique extracurricular opportunity for young people aged 13–16, particularly those from underrepresented backgrounds to study subjects they love for free on Saturdays at local universities, colleges and cultural institutions. With over 110 Saturday Clubs nationwide, currently offered across eight dynamic subjects, this year-long programme offers a transformational opportunity for young people to build skills, develop confidence and discover pathways to further study and future careers.

Comprised of a committed and growing network of over 70 partners across higher education, further education, creative industries and the cultural sector, the National Saturday Club is supported, amongst others, by Arts Council England, Department for Education, Department for Culture, Media and Sport, British Fashion Council, British Film Institute, Clore Duffield Foundation and Queen Elizabeth Scholarship Trust. We work with prominent industry partners including Pinewood Studios, Adobe, Arup and Manolo Blahnik alongside major cultural institutions including Tate, V&A and the Science Museum to provide young people with access to extracurricular opportunities.

The National Saturday Club was initiated in 2009 by The Sorrell Foundation, co-founded by Sir John Sorrell CBE and Lady Sorrell CBE. The Saturday Club Trust is an independent charity set up in 2016 to manage and develop the National Saturday Club.

saturday-club.org

Job Overview

The National Saturday Club is seeking to recruit a creative, organised, and highly proactive Content 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. You will capture diverse and compelling stories from across the network, communicating the charity's important work and sharing its impact in order to inform the wider sector and grow the digital reach and brand awareness of the National Saturday Club.

This is a fantastic opportunity to develop Communications and Marketing experience within the creative industries and non-profit sectors, and to devise content and develop a voice for the National Saturday Club's audience of young people, educators, industry

and policymakers. As Content Marketing Assistant you will be part of a committed and dynamic team alongside the Communications Assistant (Outreach), led by the Marketing and Communications Manager, with oversight from the Director of Programmes and Communications.

In this role, you will be a brand champion, developing creative, innovative and effective content and disseminating this across our communications channels. You will have access to a rich content mix, working with the team to gather content from our wide network of partners. Across digital channels, print publications, campaigns and exhibitions, you will develop and deliver a breadth of informative and engaging written and visual content.

You will be an enthusiastic, creative-thinker with attention to detail, a passion for developing and sharing stories and insights, and an interest in the creative education sector. We are seeking an individual with excellent communication skills, both written and verbal, as there is a requirement to write and review copy both for digital and print publications. You will be proficient working across online and social media platforms, with expertise in the use of Adobe platforms to support the creation of digital assets, documents and materials. The National Saturday Club has a strong brand identity and a keen eye for detail, design and aesthetics is essential.

Responsibilities and Duties

- Reporting to the Marketing and Communications Manager, 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, engaging followers across social media channels
- Develop, maintain and execute an editorial and content calendar for the National Saturday Club including:
 - Developing engaging digital content aligned with the National Saturday Club's core narratives and strategy including blogs, e-newsletters, graphics, films and social media posts
 - Devising content for the National Saturday Club's print publications including the POST (Club member publication) and the Annual Review
 - Identifying opportunities to interview stakeholders and beneficiaries and developing compelling narratives that communicate the impact of the programme
 - Creating e-newsletter content and mailings for the National Saturday Club's varied audiences including young people, alumni, general subscribers, tutors and educators, funders and supporters
- Day-to-day management of the National Saturday Club website including maintaining and updating webpages, devising new content, and identifying opportunities for development
- Maintain and update the National Saturday Club's extensive archive of photography and film archive, creating selections for marketing and press

- Support the production of print and digital documents and presentations for 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
- Keep up to date with new technologies and marketing trends that could be implemented to the benefit of the organisation

Skills and experience required:**Essential:**

- Demonstrable interest in the creative industries and education sectors
- Professional experience of social media content creation
- Ability to work independently and proactively in a fast-paced environment
- Excellent copywriting and written communication skills
- An eye for detail and design aesthetic
- Demonstrable proficiency in the use of the Adobe Suite
- Proven administrative and organisational skills
- Fluency in Microsoft Office packages such as Outlook, Word, PowerPoint, and Excel

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 managing website content and using digital marketing analytics
- Experience of using e-newsletter software such as Mailchimp, or equivalent

Additional information

Some weekend working will be required, for which time-off in lieu can be claimed. The post holder may be required to undertake other duties which are compatible with the overall scope/authority of the role.

Equality, Diversity & Inclusion

We are looking for people who reflect the diversity of Britain, to help us shape and change the arts, cultural and education sectors and make them more relevant to the young people, communities and places with which we work. Disabled people, those from a global majority background and LGBTQ+ colleagues are under-represented in our industry, and we are committed to addressing this under-representation and welcome applicants from these backgrounds, identities and experiences.

Environmental responsibility

We take our role in trying to minimise our impact on the environment seriously and recognise the importance of championing and influencing change within our organisation, through partner collaboration and across all our activities.

Data Protection

All applications will be processed in accordance with General Data Protection Regulations (GDPR). All applications will be held for a period of six months for the purposes of consideration for future roles, after which point they will be securely destroyed. If you do not wish for your application to be held for this duration then please notify us by emailing; operations@saturday-club.org

To apply, please send a CV and covering letter to jobs@saturday-club.org and complete our anonymous [Equality and Diversity Monitoring Form](#). The deadline for applications is midday on Monday 19 February 2024, with the aim of holding first-stage interviews the following week.

The Saturday Club Trust is a UK-registered charity (no 1165362) and company limited by guarantee in England and Wales (no 09559467).