

Kickstart Placement: Marketing Assistant

Kickstart is the new UK Government scheme to support 16 – 24 year olds through providing paid work placements for young people on universal credit who are deemed to be at risk of long-term unemployment. Creative England is delighted to offer opportunities through the scheme. We are part of the Creative UK group, the network for the 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 to build prosperity and bring communities together. We are committed to building a team that represents a variety of backgrounds, perspectives, identities and talents.

Placement summary: To support the Marketing team and develop your skills as a marketer!

The introduction of Kickstart brings an exciting opportunity to create **2 new roles for young aspiring marketers** to join our team of experts. You will receive training and support throughout the placement with clear development objectives and scope to continue into longer-term employment. Placements will develop knowledge and skills across a broad range of marketing skills whilst bringing a young fresh perspective to the support we provide to the creative industries.

If you are passionate about the creative industries, looking to begin or build on your marketing career, then we want to hear from you!

CONTRACT: 25 hours per week, 6 months

PAY: 100% of the [National Minimum Wage](#) (or the [National Living Wage](#) depending on your age)

LOCATION: UK WIDE, REMOTE WORKING FROM HOME. *offices in Bristol, Greater Manchester and London currently closed due to Covid. Office working optional post-Covid. All on boarding and training will be done by Video Conference, placements will be provided with the necessary equipment to work from home.*

TO APPLY: Are you 16 – 24 year olds and on universal credit? If so, you can **apply via a job coach at your local Job Centre Plus**. Applications cannot be accepted if sent directly to Creative Industries Federation. Application is simply by cover note and CV to you job coach by **23rd April 2021**.

Interviews will take place by MS Teams Video Call.

Key duties:

- Provide day-to-day Marketing support and undertake any ad-hoc projects as required
- To act as a point of contact to Marketing enquiries as/when appropriate, organizing and maintaining marketing assets for distribution.
- Work with the Marketing Manager and wider team to deliver engaging content for newsletters
- Report on newsletters using MailChimp's in-built analytics, and develop an understanding of what makes successful newsletters and emails
- Gather key creative industries stories in order to spotlight the amazing work of our sector
- Work with the team to support and maintain content on our website
- Support the preparation of data and reports on media coverage
- Maintain databases of key industry figures for implementing marketing campaigns

The candidate:

- Communication skills and desire to liaise with people over the phone and email
- The ability to multi-task; prioritise workload and deadlines
- Basic IT skills MSOffice
- Interest in the UK creative sector
- Basic experience and/or desire to support CRM database management
- A willingness to learn

Diversity Changes Everything: 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 and talents.