

**Job Title: Marketing Assistant**

**Location:** Portsmouth. Hybrid position

**Reports To:** Internal Operations Lead

**Employment Type:** 10 hours per week x 26 weeks (6 month contract, with the potential of extension)

**Rate of pay:** £15 p/h

**Job Summary:**

We are seeking a proactive and creative Marketing Assistant to join our internal and external delivery teams working across all Downtown Pompey Projects, including *Storming The Teacup*, *Knees Up!* & *Collective Queer Joy*. This role involves assisting in the development and execution of marketing campaigns, managing social media and website content, and supporting various communication efforts. The ideal candidate will have a passion for marketing and a keen eye for detail, helping to enhance our grassroots Queer Led community organisation

**Key Responsibilities:****Marketing:**

- **Campaign Support:** Assist in the development and execution of marketing campaigns, including digital marketing, social media, and content creation.
- **Social Media Management:** Manage and update the organisation's social media profiles, ensuring content is current, engaging, and aligned with brand messaging.
- **Website Content Management:** Regularly update website content to reflect the latest information and trends, ensuring an engaging user experience.
- **Marketing Materials:** Support the creation and distribution of marketing materials, including brochures, newsletters, and promotional emails.
- **Market Research:** Conduct market research to identify new opportunities and trends in the creative sector, providing insights to inform marketing strategies.

**Communications:**

- **Content Drafting:** Draft and edit press releases, articles, blog posts, and other communications materials to ensure clear and consistent messaging.
- **Communication Coordination:** Coordinate communication efforts across various platforms to maintain a consistent brand voice.

- **Audience Engagement:** Engage with audiences through social media channels, responding to inquiries and fostering community engagement.
- **Strategic Support:** Assist in the development of communication strategies aimed at enhancing the organisation's profile and reach within the creative industry.

#### **Supporting Content Creation:**

- **Content Development:** Assist in the creation of various content types, including blog posts, social media updates, newsletters, and marketing collateral.
- **Editing and Proofreading:** Review and refine content to ensure it is polished, engaging, and free of errors.
- **Visual Content Collaboration:** Work closely with the design team to develop visually compelling content, such as graphics, infographics, and multimedia assets.
- **Content Scheduling and Distribution:** Help manage the content calendar and ensure timely distribution of content across appropriate channels.
- **Skills:**
  - Strong written and verbal communication skills.
  - Proficiency in social media management and digital marketing tools.
  - Basic understanding of content management systems and website updates.
  - Creativity, attention to detail, and strong organisational skills.
  - Ability to manage multiple tasks and meet deadlines in a fast-paced environment.

#### **Preferred Skills:**

- **Content Creation Tools:** Familiarity with tools like Adobe Creative Suite, Canva, or similar.
- **SEO and Analytics:** Basic understanding of SEO principles and web analytics to improve content performance.

#### **Why Join Us?**

- **Creative Environment:** Work in a dynamic, quickly evolving and highly creative environment with a strong citywide brand, where your ideas can make a real impact.



- **Collaborative Culture:** Be part of a supportive team that values collaboration and innovation, working across a variety of creative fields.
- **Diverse Led:** As a diverse led organisation we understand the need to support our freelance employees and therefore you will have regular therapeutic reflective space, and an opportunity to develop 1-1 support with an access worker if there are any specific needs.

**How to apply:**

Please send your CV and a cover letter to [downtownpompey@gmail.com](mailto:downtownpompey@gmail.com).

**Start date:** ASAP

We look forward to hearing from you!