

Job Description

Job Title: Marketing and Communications Team Assistant

Department: Marketing & Communications

Line Manager: Director of Marketing & Communications

Direct Reports: n/a

Location: 80-81 St Martin's Lane, London WC2N 4AA

Hours: Full-time, 9:00am–5:30pm, Monday to Friday (some out-of-hours work required)

Job Purpose

Provide the Marketing & Communications team with essential support on administrative and digital activities across corporate and consumer communications, including assisting the team as needed in the delivery of events and projects for all BID areas.

Main Responsibilities

Digital, Website & E-Communications Support

- Prepare and upload materials for corporate and consumer sites and newsletters, including drafting and editing copy and preparing visuals.
- Prepare social media content for owned channels as guided by the team or in collaboration with agencies.
- Support with social media community engagement and content capture

Member Engagement

- Assist the team with producing content and collateral to support member engagement
- Represent HOLBA marketing at events and meetings as required.
- Liaise with members to source content and secure participation in PR activities

Campaign & Event Management

- Support administration, planning and delivery of marketing activations and events,
- Provide in-person event support and events, launches and activations

Administration

- Assist in file management including artwork, collateral, and images.
- Record team and member interactions on CMS system
- Support budget administration, including raising POs and processing invoices.
- Coordinate meetings for the Director of Marketing & Communications, as well as wider team meetings, and assist with updating CRM or other databases.



- Maintain and administer the Heart of London Club app, including updating content, offers and digital assets.
- Contribute to measuring impact of activities and communications and recording performance

Person Specification

Essential:

- Able to manage multiple tasks and prioritise under pressure.
- Strong inter-personal, verbal and written communication skills with a high level of attention to detail.
- A proactive and flexible approach with a creative eye for layout and design.

Desirable:

- Experience in digital marketing or consumer communications.
- Familiarity with Microsoft Office, Sharepoint and tools such as Canva, Adobe InDesign, Mailchimp, Google Analytics, Meta Business Suite, and CMS platforms.
- Understanding of GDPR and CRM/database systems.

Please note that the above is not intended to be an exclusive or exhaustive list of responsibilities and personal specifications but an outline of the main areas. Please also note that the Company reserves the right to update the job description at its discretion.