

At the AoEC we value diversity, and we welcome applicants of all backgrounds and identities. We are committed to fostering, across the company, an equitable and inclusive culture of belonging

Marketing Assistant (12-month fixed term contract)

As part of the marketing team, the Marketing Assistant role is varied and engaging, focusing on digital channels and social media while supporting the wider marketing efforts across the organisation.

This is an exciting opportunity for an individual to support the delivery and development of AoEC's marketing activities and will require close collaboration across teams and with external stakeholders. We need someone special to join our team who brings imagination and energy with exceptional organisational abilities, interpersonal skills and attention to detail to join our ambitious team.

Key Responsibilities

Social Media Support and Engagement:

- Create, execute, and report on multi-channel social media campaigns.
- Increase growth and engagement by actively responding to notifications, comments, and messages in a professional and brand-consistent manner.
- Share and comment on industry-related and global partner posts to enhance AoEC's visibility.

Content Creation:

- Develop marketing assets, including videos, audio clips, podcasts, and graphics, for use across social media, websites, digital platforms, and print.
- Record and edit video and audio content to create polished, on-brand materials.

Website support:

- Perform day-to-day updates and maintenance of the AoEC website, including basic CRM and SEO optimisation tasks.

Brand and Campaign Support:

- Ensure consistent branding across all business materials and platforms.
- Maintain a centralised system for marketing materials accessible to all relevant parties.

Event support:

- Support virtual (Zoom) and in-person marketing events, meetings and webinars.

Administrative and General Marketing Support:

- Add and update programme information on referral sites, online directories, and event listings.
- Contribute to generic marketing tasks, such as creating slide templates and presentations.
- Support AoEC's ethical goals by incorporating sustainability and accessibility into marketing activities.
- Contribute to team and colleague meetings and events

Experience and Skills Requirements

Essential:

- Demonstrable experience in creating and managing social media campaigns.
- Proven skills in video/audio editing and podcast production.
- Demonstrable experience in creating or improving collateral such as presentations, marketing materials, brochures etc
- Strong communication and interpersonal skills.
- Excellent organisation skills and attention to detail.
- Proficiency in systems such as a Content Management System, Microsoft 365, Adobe Suite, Zoom, Canva and social media scheduling platforms (Zoho Social currently used).
- Self-motivated, future focussed, team player, who can also work on their own initiative
- Ability to work in an environment where priorities can quickly change and often juggling many priorities at the same time
- Ability to work in a virtual environment and from home

Desirable:

- A marketing degree or professional marketing qualification
- Membership of a professional marketing organisation eg CIM or working towards a marketing qualification
- Knowledge of the coaching profession and industry trends.
- Awareness of accessibility and inclusion principles.

Reporting to: Head of Marketing

Working Conditions

This role is home based. Work will require occasional evening work and some travel around London and the South-East for meetings and events.

Hours

This is a 12 month fixed term contract.

This role is for 28 hours per week, Monday – Friday.

Salary

£19,200 (£24k FTE)

Application

Please send CV's with a covering letter to: jobs@aoec.com