



Job Description

Marketing Assistant

July 2026

Job title	Marketing Assistant
Responsible to	Head of Marketing
Role summary	We estimate that circa 20% of your time will be focused on marketing JUMP externally and 80% focused on strategically growing and working on client accounts. You'll work across multiple marketing channels, creating engaging content, analysing and communicating with clients, and collaborating with our design and development teams to help deliver key marketing activity.
Key responsibilities	• Support the planning and delivery of JUMP's annual marketing strategy and campaigns • Assist in developing and implementing marketing strategies for client accounts • Create and coordinate content across multiple channels, including social media, email marketing, websites, blogs, digital advertising, print, and other marketing communications • Write clear creative briefs for the design team and work closely with designers and developers to deliver projects and tasks for clients and JUMP marketing • Produce light design work using Adobe InDesign, following brand guidelines • Upload and manage website content using CMS platforms. • Generate creative marketing ideas that support marketing strategies, campaign objectives and solve client challenges • Monitor, analyse and report on marketing performance, providing insights and recommendations for future activity • Manage tasks and project timelines using Asana, ensuring work is delivered on time, accurately, and in line with internal processes • Build positive relationships with clients, providing updates and supporting the successful delivery of marketing projects • Collaborate with colleagues across marketing, design and development, contributing to a positive, team-focused working environment.

Key deliverables	• High-quality content and marketing campaigns delivered across multiple channels • Creative ideas that support marketing strategies for both JUMP and client accounts • Marketing copy including social media posts, email campaigns, blogs, landing pages and advertising content • Well-written creative briefs and effective coordination with internal and external teams • Regular performance reporting, analysis and recommendations for improvements • Excellent organisation of projects, tasks and deadlines.
Essential experience	• Strong written communication and copywriting skills • Experience creating content across multiple marketing channels • Excellent organisational and time management skills with the ability to manage multiple projects and tasks • Strong attention to detail and ability to follow established processes • Confident working as part of a collaborative team • Creative thinker with the ability to generate marketing ideas and contribute to campaign planning • Good analytical skills with the ability to interpret marketing data and produce reports • Basic design skills to produce marketing materials • Comfortable communicating with clients and building professional relationships.
Desirable experience	• Degree in Marketing, Communications, Business, or related subject • Two years' experience in a similar role • Experience using task management software such as Asana (or similar) • Experience using Adobe products, like InDesign • Experience using social media scheduling and monitoring platforms • Experience managing website content through CMS platforms • Previous client-facing or agency experience.
Required skills	• Strong creative skills • Strong analytical and project management skills • Excellent written and verbal skills • Experience of relationship management and getting things done through others • Excellent communicator • Able to translate ideas and bring them to life.

Benefits include

- This role is based in our offices in Newcastle upon Tyne, with a minimum of 3 days in the office required
- Company contributory pension
- Profit share scheme
- Company Health Cash Plan membership
- Generous holiday package including your birthday
- Apple MacBook laptop
- Bike to work scheme
- Access to our 'self-improvement fund' where you can claim up to £150 a year to spend on advancing your skills or knowledge or learning new ones
- A supportive team who values their employees
- Monthly staff socials
- A phenomenal culture in which to shine and flourish
- City Centre location.