



# Job Description

## Content Marketing Assistant

April 2024

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Job title	Content Marketing Assistant
Responsible to	Marketing Manager
Role summary	<p>What your role will comprise of:</p> <p>We estimate that circa 30% of your time will be focused on marketing JUMP externally and 70% focused on strategic contracts with various clients</p> <p>What your role will comprise of:</p> <ul style="list-style-type: none"><li>• Creating social media content for both JUMP and clients.</li><li>• Support the implementation of JUMP's marketing strategy</li><li>• Utilising analytics and insights from marketing channels to generate ideas</li><li>• Content creation following brand guidelines for online and offline channels</li><li>• Forecasting and identifying trends for different accounts to use as inspiration across content.</li></ul>
Accountability and Responsibility	<ul style="list-style-type: none"><li>• Assisting in developing and implementing JUMP's annual marketing calendar and key marketing projects on time and within budget</li><li>• Work closely with the team to ensure JUMP's marketing activity and projects are delivered on time and to meet the objectives of the brief</li><li>• Assisting in creating JUMP's content strategy that drives engagement and on-brand content across all channels and that is designed to drive conversion</li><li>• Effectively using a task management system (Asana) to prioritise tasks and communicate effectively with the Marketing Manager</li><li>• Ability to think of creative solutions that help solve marketing problems and align with marketing goals for both clients and JUMP</li><li>• Proofread and edit content for grammar, clarity, and SEO best practices</li><li>• Working alongside clients and communicating with clients about their needs</li><li>• Develop creative and engaging content across various formats, including blog posts, social media content, website copy, email marketing campaigns, and more</li><li>• Work with graphic designers to ensure content is visually appealing and on-brand.</li></ul>

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| <b>Key Deliverables</b>         | <ul style="list-style-type: none"><li>• Content creation for clients following a pre-set marketing strategy and brand guidelines</li><li>• Regular internal communications and working within a team to deliver to clients</li><li>• Ability to create content in multiple channels</li><li>• Idea generation and educated input on JUMP and client marketing activity.</li></ul>  |
| <b>Key Performance Measures</b> | <ul style="list-style-type: none"><li>• Quality designs and content</li><li>• Content performance</li><li>• General business growth.</li></ul>   |
| <b>Experience</b>               | <ul style="list-style-type: none"><li>• At least three years' experience in a similar role</li><li>• Professional social media scheduling and monitoring</li><li>• Design software or tools</li><li>• Experience following brand guidelines and marketing strategies</li><li>• A degree in Communication, Media, Marketing, Design, or a similar area of study is not required but desirable.</li></ul>  |
| <b>Benefits</b>                 | <ul style="list-style-type: none"><li>• Salary £22-£25K – depending on experience</li><li>• Hybrid working (from office and home)</li><li>• Company contributory pension</li><li>• Profit share scheme</li><li>• Generous holiday package</li><li>• Apple MacBook laptop</li><li>• Bike to work scheme</li><li>• £150 self improvement fund</li><li>• Monthly staff social events</li><li>• A phenomenal culture and supportive team</li><li>• City Centre location, 5 mins from metros and train station.</li></ul> |