

THE : FUTURE : LABORATORY

JOB DESCRIPTION

Job title:

Marketing assistant (Part-time/3 days per week)

Department:

Client development (marketing)

Reporting structure:

Role reports to: Head of Marketing

Team members: Head of Marketing, Brand and Content Marketing Manager

Summary of company:

The Future Laboratory is a strategic foresight consultancy. Since 2001, we have prepared clients for the future by giving them the confidence to take the decisions today that will create transformative growth tomorrow. We have grown into an organisation with international reach, based in Spitalfields, London. The Future Laboratory has foresight at the heart of everything we do. As an organisation we are inspiring, knowledgeable, forthright, charismatic and independent. We believe what we deliver is unique and game-changing, and we are committed to being ethical, responsible and socially minded.

Key responsibilities:

- : Supporting Head of Marketing and Brand and Content Marketing Manager on all day-to-day tasks and marketing campaign management
- : Schedule daily posts and manage reactive communications for all social media channels
- : Produce live content for Twitter and Instagram, including daily posts, as well as content to promote internal and external events
- : Support management of the weekly delivery of visual assets including website, social media, newsletter and e-mail
- : Work with Brand and Content Marketing Manager to deliver the e-mail marketing calendar and weekly newsletters
- : Deal with press office enquiries with internal team and support Brand and Content Marketing Manager in PR management
- : Project management of marketing campaigns, improving internal work processes via Hubspot CRM tool
- : Copywriting and editing for a range of formats including email, landing pages, blog posts, social media, digital ads, printed material and press opportunities
- : Reporting back to the business on digital marketing and PR campaigns, making recommendations on where to go next. Includes use of Hubspot, Google Analytics, Cision PR among others

THE : FUTURE : LABORATORY JOB DESCRIPTION

Essential skills and experience:

- : A relevant degree and/or experience in a marketing role, preferably in a B2B business or agency environment
- : Strong analytical, writing and presenting skills
- : A demonstrable interest in the creation and application of trends, consumer futures, foresight and research
- : Excellent organisational and project management skills
- : A team player who is able to work across departments and communicate effectively at all levels in the business
- : Preferred experience using Excel, Adobe Photoshop and In Design