



## Job Description

### Digital Marketing Assistant

**Position:** Full Time, based in Shoreditch Office

**Salary:** £21k - 23k + Bonus

**Reporting to:** Head of Events and Marketing

**To apply:** Please email [ChloeU@mothershipgroup.com](mailto:ChloeU@mothershipgroup.com) with your CV and Cover Letter

#### **About:**

Mothership Group are looking for an energetic *Digital Marketing Assistant* with a passion for the latest social media trends, music, events and nightlife, to join their forward thinking Creative Team. Mothership Group comprises of 4 venues and run over 1000 events a year – this is an exciting opportunity for a social media fanatic to run the digital output of 3 of the most vibrant and iconic venues in East London whilst embarking on an exciting career in marketing within the hospitality and nightlife industry.

#### **Job Description:**

- Maintain social media feeds across the three London venues – Queen of Hoxton, The Book Club, Hoxton Square Bar and Kitchen (Facebook, Instagram, Snapchat and Twitter)
- Engage with digital communities (manage responses, engage with customers)
- Ensure all digital assets (website, social media, external websites) are on brand and updated
- Schedule and monitor our digital output using various platforms (Hootsuite, Google Analytics, Wordpress, SEO tools, scheduling tools)
- Research new tools and platforms for all things digital (email marketing, social media scheduling and listening, automation, etc.)
- Manage our e-newsletter strategy sending out regular e-newsletters and researching new email marketing campaign managers
- Work closely with the Head of Events and Marketing on overall digital strategy and digital marketing plans across the venues
- Coordinate with the PR team for partnerships, digital content, reviews and coverage
- Coordinate with external service providers (website improvements, social media freelancers, IT companies)
- Manage digital marketing budgets alongside Head of Events and Marketing
- Connect with social media influencers for content creation and partnerships
- Content production for websites, blogs, email marketing & social media platforms
- To feed into the Creative Team with ideas for future events and trends for Mothership and its venues

#### **Essential Skills:**

- Social Media
- Wordpress experience
- Basic knowledge of Mailchimp
- An interest in attending in our events, club nights and venues
- Adobe Suite experience