

Goldups Lane

Digital Marketing Assistant

Artform: Theatre
Contract: Permanent

Role: Marketing & Digital
Hours: Full time (40 hours)

Location: Remote
Salary: £20-25k

Job Summary

Goldups Lane is a one-stop-boutique, growing full-service, fully remote, marketing agency. Our portfolio of projects is expanding, and we are now looking for an enthusiastic Digital Marketing Assistant to come and join our team!

This role is perfect for someone who loves live entertainment, has an eye for detail, is results-driven and has experience using the Meta Business Suite.

If you have a minimum of 6 month's experience in a digital marketing role within the arts, which involved running paid ads in Meta and coordinating content for digital campaigns then you could be the perfect fit!

Job requirements

- Education and/or experience in Digital Marketing
- Excellent copywriting skills and communication
- Previous experience posting to an organisation's social media channels
- Proficient in using Social Media platforms, scheduling, and analytic tools
- Confident working in a fast-paced environment, problem-solving and working to tight deadlines
- Experience using CRM tools such as Monday.com (desirable but not required)
- Creative and data-driven mindset
- Microsoft Office Suite competent

Job responsibilities

- Supporting the Digital team in the setting up, monitoring and analysing of paid digital campaigns via Meta, Google, Tik Tok and more
- Communicating with the Digital Team, internal and external stakeholders to be kept updated.
- Supporting the Digital Team and Marketing Department
- Aiding the Digital team in the Social Media Strategy for Goldups Lane's own channels and client channels
- Aiding the Digital team in email marketing campaigns and driving subscriber growth and engagement.
- Assisting in website updates
- Supporting the Digital team in the monitoring of digital spend.

<ul style="list-style-type: none">• Demonstrated experience within the arts (desirable but not required)	<ul style="list-style-type: none">• Supporting marketing projects such as events, managing timelines and reporting on success metrics.• Supporting the Digital team in the copywriting of content for social media channels• Supporting the Digital team in the scheduling organic and paid content
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How to apply:

Send your CV and a cover letter to hello@goldupslane.co.uk

Contact name: HR Manager

Subject Line: Application: Digital Marketing Assistant