



Freelance Media Assistant

Starting: ASAP **Working Time:** Flexible hours part time **Salary:** £11.50 p/h

Job Brief

Goldups Lane is a boutique marketing and design agency. This is an excellent opportunity for you to work across a broad selection of marketing campaigns within a marketing agency that specialises in the arts.

The role of the Freelance Media Assistant will be to administer, create and monitor advertising campaigns on various ad platforms (both online and offline). Supporting and managing of social media platforms. Updating the company website and producing end of campaign reports.

Job Responsibilities:

- Setting up paid advertising campaigns on various ad platform (Meta, Spotify, Tik Tok, Google etc) including campaign creation, daily monitoring, and adjustments.
- Supporting the day-to-day running of in-house and external social media platforms, including content scheduling, engagement monitoring, and response to comments.
- Assisting with updates on the company website to ensure content aligns with our tone of voice and brand.
- Contacting external advertisers to enquire rates and book online and offline advertising
- Compiling end of campaign reports to send to clients
- Researching interest keywords and content ideas for campaigns to come up with a campaign targeting.

Job Requirements:

- Previous admin experience in a marketing or agency setting. Past experience in the arts sector is desired but not essential for this position.
- A motivated and eager learner with strong work ethics.
- Experience in scheduling content for use on social media platforms.
- Past experience using a content management system is desired but not essential. The successful candidate should be confident across all social media platforms and working digitally.
- Experience in building paid advertising campaigns on social channels.
- Good copywriting skills.
- Ability to build strong working relationships with other members of the team
- Exceptional time management skills.
- Have an understanding of client(s) demographic profiles and apply them to campaign developments and optimisations.

To apply, please reach out 'HR Manager' at hello@goldupslane.co.uk