

Marketing Assistant Vacancy

Company: Climbing Hut

Location: On site in either Ellesmere Port or Shrewsbury

Position: Marketing Assistant

Reports To: Head of Marketing

Hours: 20 - 35, flexible

Salary: £12.50 - £13.70 dependant on experience.

About Us:

Climbing Hut is a vibrant community centered around the enjoyable and therapeutic world of climbing. We believe in the transformative power of climbing to enhance well-being, develop self-efficacy, and foster mindfulness. Our inclusive environment welcomes all, from first-time climbers to seasoned enthusiasts, all the way through to our GB squad members, creating a nurturing shared space where our community can flourish.

Job Description:

We are seeking a passionate, highly-organised and detail-oriented Marketing Assistant to join our dynamic team. They will assist the Head of Marketing in executing strategic marketing campaigns, managing our newsletters and social media, and supporting various promotional activities. The ideal candidate will be adept at creating visually compelling, narrative-driven content that helps convey what climbing is all about! This role is perfect for someone who is enthusiastic about climbing or the outdoors and is eager to contribute to a mission-driven organization.

Key Responsibilities:

- Execute campaigns in the marketing calendar
- Develop compelling written and visual content that highlights the enjoyment of climbing and its benefits for mental and physical health.

- Produce visually appealing graphics for printed and social media, newsletters, website, and other marketing materials.
- Utilise a range of formats including posts, short-form videos, printed media.
- Ensure all messages are conveyed in our brand voice, adhere to brand guidelines and maintain a consistent look and feel.

Detailed Description of the role:

- **Email Marketing:**
 - Assist in the creation and distribution of graphically designed newsletters and email campaigns using platforms like Klaviyo and Send Grid.
 - Tailor content for different audience segments, ensuring relevance and engagement.
- **Digital & Printed Media:**
 - Create and schedule engaging content for Instagram, TikTok and Facebook.
 - Maintain a consistent posting schedule and interact with our online community through sharing their stories and posts.
 - Create and optimise Meta ads to reach and engage our target audience.
 - Create in-house posters and printed media.
- **Campaign Support:**
 - Support the Head of Marketing in planning and executing marketing campaigns.
 - Monitor and report on campaign performance, suggesting improvements where needed.
- **Community Engagement:**
 - Foster a sense of community by engaging with and sharing our followers' posts and stories.
 - Utilise creative strategies to build a strong connection with our audience across all campaign media.

Requirements:

- Bachelor's degree in Marketing, Communications, Design or a related field, or demonstrable relevant work experience.
- Strong written and verbal communication skills.
- Proficiency in social media platforms and content creation tools.
- Creative mindset with an eye for design and detail.
- Ability to work independently and as part of a team.
- Passion for climbing or the outdoors and an understanding of its benefits.

Preferred Qualifications:

- Experience with email marketing platforms (e.g., Klaviyo, Send Grid).
- Familiarity with graphic design tools (Canva, Adobe Creative Suite).
- Experience with creating and managing ads through Facebook and Meta.
- Knowledge of SEO and content marketing strategies.

What We Offer:

- An inclusive and supportive work environment.
- Opportunities for professional growth and development.
- The chance to be part of a community that values well-being and personal growth.
- Employee climbing benefits and access to our facilities.

How to Apply:

If you are excited about this opportunity and meet the requirements, we would love to hear from you. Please send your resume, and a cover letter detailing your interest in the position and relevant experience to poppy@climbinghut.com. Please include examples of your work and/or links to an online portfolio.

Application deadline: Thurs 5th Sept

Join us at Climbing Hut and be part of a team dedicated to empowering our community through climbing!