

Job Description

Job title:	Marketing Assistant
Salary range:	£24,368 - £27,325 per annum pro rata (not including London weighting)
Reporting to:	Marketing Manager
Location:	Flexible (GB)
Budget responsibility:	No
Hours:	28 hours per week (0.8 FTE)
Contract:	Fixed term until 31 March 2026

MAIN PURPOSE OF JOB:

Working closely with the marketing team, you will support the implementation of marketing plans for Living Streets and its trading subsidiary, Living Streets Services.

You will be responsible for administrating the Expressions of Interest (EOI) from schools wanting to take part in WOW – our walk to school challenge, directing them to the relevant colleague to onboard them.

This role will suit someone who enjoys working as part of a team to deliver ambitious targets. You will have strong administrative skills and a passion for marketing, walking and wheeling!

MAIN DUTIES AND RESPONSIBILITIES:

- Administer the Expressions of Interest (EOI) from schools wanting to take part in WOW – our walk to school challenge, directing them to the relevant colleague to onboard them.
- Monitor the EOI responses to support the monitoring and evaluation of marketing methods and campaigns.
- Support with administrative duties around project reporting, which will involve the use of Microsoft Excel, Word and Monday.com.
- Support the implementation of marketing plans for Living Streets across a range of target audiences, notably schools and workplaces, and platforms including digital, print and events.
- Support the team to market our behaviour change products and services to key audiences, notably schools and workplaces.
- Help identify schools that would benefit from our walk to school offer to generate warm leads.
- Support research to find the best channels to promote our walk to school offer.

- Work with marketing and communications colleagues to produce promotional materials and messaging.

OTHER DUTIES:

- Be an ambassador for Living Streets to external audiences as required, promoting the Living Streets brand and messages, including at public events, and in interaction with stakeholders
- Be an active contributor to team meetings and away days
- Adhere to Living Streets policies and procedures, maintaining good liaison across the organisation
- Reasonable occasional out of office hours work may be required as may be some travel within the UK
- Undertake other duties from time to time, as requested by the line manager or Chief Executive Officer

SAFEGUARDING:

Living Streets is committed to safeguarding and promoting the welfare of children, young people and adults at risk; and expects all our staff and volunteers to share this commitment. Applicants will be subject to background and criminal records checks as relevant to the job role.

Person Specification

Applicants must be able to demonstrate:

Essential Criteria	From application (✓)	At interview (✓)
Experience		
Experience of working in a marketing role with a proven track record of achievement	✓	✓
Experience of digital marketing i.e. Google Ads, paid social media ads (desirable)	✓	✓
Experience and confidence working within a team environment	✓	✓
Knowledge and skills		
Excellent administration skills and ability to provide a reliable and responsible service to partners, customers and beneficiaries	✓	✓
Good communication skills, including an ability to communicate with colleagues and to engage with project beneficiaries	✓	✓
Good IT skills, including Microsoft Word, Excel, Outlook and Microsoft Teams	✓	✓
Good time management skills	✓	✓

Knowledge and a passion for walking and wheeling	✓	✓
Personal		
Ability to work flexibly, supporting morning and after school events, occasional travel or evening and weekend working	✓	✓
Commitment to equal opportunities and the ability to implement the Living Streets' Equality, Diversity and Inclusion policy	✓	✓
Commitment to safeguarding and the ability to implement the Living Streets' safeguarding policies and procedures	✓	✓
Understanding of, and commitment to, the agenda of Living Streets	✓	✓
Positive, 'can do' approach to tasks	✓	✓