

Job role profile

Job title: Marketing assistant

Grade: 6

Directorate: Public Impact

Reports to: Marketing Manager

Location: London or homeworker

Purpose of the job role

The main purpose of this role is to support the Marketing team with generating sales for our commercial events and assisting our Partnerships marketing. You'll be an integral part of our Marketing and Customer Service teams, gaining knowledge of how a successful marketing campaign is run with the space to adapt and gain new skills.

Learning will be a key part of the job – making this the perfect role for someone building a career in marketing.

Key responsibilities and duties

- Support the planning and delivery of integrated marketing campaigns for conferences and events.
- Create and schedule email marketing campaigns.
- Update and maintain event webpages and online content.
- Draft marketing copy for emails, websites, social media and promotional materials.
- Create digital assets using Canva and other design tools.
- Monitor campaign performance and produce reports on bookings, engagement and marketing activity.
- Support the delivery of paid digital marketing campaigns.
- Support speaker promotion and partner marketing activity.
- Coordinate marketing materials, deadlines and approvals across teams.
- Conduct market and competitor research to identify opportunities to increase bookings.
- Provide administrative support for marketing campaigns and event promotion.
- Be a collaborative member of the wider Comms and Marketing team.
- Assisting with our Partnerships email and social media marketing activity

Commitment to equality diversity and inclusion

Equality, diversity and inclusion (EDI) are core values at the NHF, and all employees are expected to demonstrate their commitment in line with our EDI strategy. We are passionate about building and sustaining an inclusive and equitable working and learning environment for all staff. We believe every member on our team enriches our diversity by exposing us to a broad range of ways to understand and engage with others, identify challenges, and to discover, design and deliver solutions.

Health and safety

All staff at the NHF are responsible for strict compliance with our Health and safety policies and procedures. All employees are responsible for highlighting concerns regarding health and safety so that suitable action can be taken to rectify the situation.

Person specification

Job requirements	Essential criteria	Desirable criteria
Qualifications and training	• Evidence of commitment to continued professional development.	• Experience of working in the social housing/non-profit sector or membership organisation.
Experience	• Learning new skills. • Working in a team.	• Using mass email platforms like MailChimp or DotDigital. • Analysing campaign performance and identifying insights. • Creating content for websites, email and social media. • Paid social media advertising.
Knowledge	• MS Excel, basic filters and data manipulation. • MS Word.	• Effective marketing campaigns. • Google Analytics or equivalent. • Content management and

		CRM systems.
Skills and abilities	• Excellent written communication and copywriting skills. • Managing multiple priorities and deadlines. • Adapting messages in response to feedback.	• Using design software such as Canva or Adobe Creative Suite.
Additional requirements for the role	Capacity to travel to events and meetings in England.	