



## **CONTENT MARKETING ASSISTANT**

Status: Full-time contract

Pay: Competitive depending on experience | Location: Victoria, London

MINIMUM 1 YEARS OFFICE EXPERIENCE

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# Who are Inception Group?

Inception Group are London's leading immersive hospitality group. Founded in 2009 by entrepreneurs Charlie Gilkes and Duncan Stirling the company operates a group of bar, restaurant and club concepts in Southwest and Central London.

Our venues are all unique, well-reviewed destinations. Our core brands are Mr Fogg's, Barts, Cahoots, Bunga Bunga, BungaTINI and Maggie's. There are currently 12 locations with more launching this year.

## Company values

- DO THE BEST, FIRST  
We innovate, we excel and we do things differently
- EVERYONE MATTERS  
Treat other people how you want to be treated
- HOSPITALITY NOT SERVICE  
Putting the customer experience first

## Roles & Responsibilities

- Managing the digital content calendar across 6 unique brands
- Generating creative content ideas and managing the production process for videos and photo shoots
- Propose new and improved inbound content marketing campaign ideas
- Taking part in creative brainstorming sessions and help in coming up with engaging content-led campaigns
- Maintain knowledge of sector trends and competitor activity
- Willing to attend venues in the evening at least twice a week to create compelling social media stories across our brands
- Briefing in engaging content and being present at all photoshoots to ensure they are on-brand and unique
- Researching content trends and ensuring we get there first
- Create and work with design team to create assets for social media output
- Ensuring that all content is in line with the style of each brand
- Updating the brand websites with new content and working with Analytics Assistant to identify what content is most engaging

## Requirements

- Minimum of 1 years experience
- Knowledge and interest in video content
- Working knowledge of WordPress
- Experience in creating exciting and engaging content for online, email and print campaigns
- Creative-minded, with the ability to think of new 'out of the box' ideas
- Knowledge of how to use Instagram stories creatively for businesses
- Highly organised person who can work to deadlines, produce timelines and prioritise their workload
- Experience of working with multiple departments
- A genuine interest in keeping up to date with the latest social media trends
- Interest in or knowledge of the hospitality market, including drinks, food and entertainment trends