



CONTENT MARKETING ASSISTANT

Salary: 22k-25k

Hours: 45 hours a week

Location: London

Status: Hybrid working Role 3 days in venues /2 days working from home

MINIMUM 1 YEARS OF EXPERIENCE

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, London Gin Club and Maggie's. There are currently 13 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

- Assisting the marketing team with the digital content calendar across 6 unique brands
- Generating creative content ideas and managing the production process for videos and photoshoots
- Taking part in creative brainstorming sessions and helping 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 three times a week to create compelling social media Instagram/Tik Tok stories and reels across our brands
- Briefing in engaging content and being present at all photoshoots to ensure they are on-brand and unique
- Ensuring all content is up to date on third party websites such as Google Business
- Using WordPress to update the brand websites with new content
- Support all marketed events in the planning of key events and delivering the event on the night, including attending all such events
- Assisting with the set up of drinks brand activations

Requirements

- Minimum of 1 years of 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 and Tik Tok 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
- Enthusiastic, can do attitude and hard working