



CONTENT MARKETING ASSISTANT

Salary: 22k-25k

Hours: 45 hours a week

Location: London

Status: Hybrid working Role 3 days in venues /2 day 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, Control Room B and Maggie's. There are currently 14 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

- Collaborating with the marketing team to curate the digital content calendar for six distinct brands.
- Generating imaginative content concepts and overseeing end-to-end production for videos and photoshoots.
- Actively participating in creative brainstorming sessions to contribute to captivating content-driven campaigns.
- Staying updated on industry trends and competitor initiatives for strategic insights.
- Committing to attending evening events at least thrice a week to create captivating Instagram/TikTok stories and reels across multiple brands.
- Providing comprehensive briefs for engaging content and ensuring brand consistency during all photoshoots.
- Ensuring content remains current on third-party platforms like Google Business.
- Utilizing WordPress to refresh brand websites with fresh and engaging content.
- Offering extensive support for all marketed events, from initial planning to seamless execution, including physical presence at events.
- Playing a vital role in organizing and executing beverage brand activations, including special events and filming arrangements.
- Handle administrative tasks, including creating and managing invoices and maintain an organized content calendar, sending out timely calendar invites and reminders to team members and collaborators.

Requirements

- A minimum of one year's hands-on experience
- Proficient in utilizing Instagram stories/reels and TikTok creatively for business purposes
- Proficiency and passion for video content creation
- Familiarity with working on WordPress platforms
- Proven track record in crafting captivating and interactive content for online, email, and print campaigns
- Possesses a creative mindset, consistently generating innovative and unconventional ideas
- Exceptionally organized individual adept at meeting deadlines, devising timelines, and effectively managing priorities
- Demonstrated experience collaborating across multiple departments
- Authentic curiosity in staying abreast of the latest developments in social media trends
- Demonstrated interest or expertise in the dynamic hospitality market, encompassing trends in beverages, food, and entertainment
- Demonstrates an enthusiastic, "can-do" attitude coupled with a strong work ethic