



### **CONTENT MARKETING ASSISTANT**

Salary: 27k

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

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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, 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.
- Utilising 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 organising and executing beverage brand activations, including special events and filming arrangements.
- Handle administrative tasks, including creating and managing invoices and maintaining an organised 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 utilising 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 organised 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