



# Job Description

## Marketing Assistant

February 2025

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Tyne and Wear  
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Job title	Marketing Assistant
Responsible to	Head of Marketing
Location	Newcastle Upon Tyne / WFH / Hybrid
Hours of work	Full time (Hours as per contract)
Role summary	<p>We estimate that circa 30% of your time will be focused on marketing JUMP externally and 70% focused on strategically growing key client Accounts.</p> <p>What your role will comprise of:</p> <ul style="list-style-type: none"><li>• Support the implementation of JUMP's marketing strategy</li><li>• Assisting in the delivery the awareness raising activity for JUMP within the marketplace</li><li>• Assisting in developing reports, analysing data, uncovering insights, and making recommendations for future activity (for both JUMP and key clients)</li><li>• Content creation and delivery across a range of online and offline channels.</li></ul>
Requirements	<ul style="list-style-type: none"><li>• Preferred degree in Communication, Media, Marketing, Business, or similar area of study</li><li>• At least two years' experience in a similar role</li><li>• Professional social media scheduling and monitoring</li><li>• Client-facing experience preferred but not required.</li></ul>
Responsibilities	<ul style="list-style-type: none"><li>• Assisting in developing and implementing JUMP's annual marketing calendar and key marketing projects on time and within budget</li><li>• Work closely with the team to ensure JUMP's marketing activity and projects are delivered on time and to meet the objectives of the brief</li><li>• Assisting in developing and improving JUMP's brand visibility through owned, earned, and paid activity</li><li>• Assisting in creating JUMP's content strategy that drives engagement and on-brand content across all channels and that is designed to drive conversion</li><li>• Regular content creation and distribution to deliver JUMP's marketing plan</li><li>• Assisting with developing individual marketing strategies and plans for key clients that JUMP can deliver to add value to their marketing activity</li></ul>

- Effectively using a task management system (Asana) to prioritise tasks and communicate effectively with the Head of Marketing
- Ability to think of creative solutions that help solve marketing problems and align with marketing goals for both clients and JUMP.

**Key deliverables**

- Assisting in the analysis of data and report back to Key clients on the success of their campaigns, develop insights and make recommendations for the future
- Content creation for clients following a pre-set marketing strategy
- Regular internal communications
- Ability to create content in multiple channels – social media, email, blog posts, landing pages, advertisement copy
- Idea generation and educated input on JUMP marketing strategies.

**Benefits include**

- Company pension
- Profit Share scheme
- Company Health Cash Plan membership
- Generous holiday package including your birthday
- Apple MacBook laptop
- Bike to work scheme
- Access to our 'self-improvement fund' where you can claim up to £150 a year to spend on advancing your skills or knowledge or learning new ones
- Personal development plan
- A supportive team who values their employees and offer a good amount of flexible and remote working options
- A phenomenal culture in which to shine and flourish
- City Centre location, 5 mins from Central Station.