

Job Title: Marketing Assistant  
Department: Grand Designs  
Report to: Marketing Manager

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### **About us**

Established in 2003, Media 10 is the most awarded media and Events Company in the UK and has a growing portfolio of 30 live events covering design, interiors, lifestyle and construction. As well as Media 10 being specialists in the events sector, the company's creative flare produces well established publications and owns a series of award-winning magazines and websites.

We not only enjoy what we do, we love it! We are passionate about delivering the very best results in everything we do and expect our team members to have the same passion.

### **General overview**

This role will be working across Grand Designs portfolio, comprising of two events (London and Birmingham), as well as one publication, Grand Designs magazine.

Grand Designs is internationally renowned. It all started with the incredibly successful TV series that has been on our screens for 23 years. The portfolio now includes the biannual Grand Designs Live event and a suite of content products. Grand Designs magazine is at the heart of the brand, providing a compelling mix of inspiration and advice for those undertaking a self-build, home renovation or improvement project.

### **The candidate**

We are on the lookout for a creative marketing assistant to join a marketing executive and marketing manager working across the Media 10 Grand Designs division. We are looking for an enthusiastic, personable and organised person with excellent communication skills, good telephone manner and the ability to deliver multiple projects on time. The ideal candidate will be someone who's creative and has an interest in the latest social media trends. Some experience using products such as Adobe Photoshop or Canva would be beneficial.

Your duties will include but not be limited to:

- Plan and execute social media campaigns for each brand as well as exploring opportunities to help increase engagement and audience.
  - Work with the marketing team to create engaging industry content and distribute via the website, email and social media channels, maintaining a distinct tone of voice for each brand.
  - Manage regular website updates, liaising with external suppliers to ensure content is of the highest quality, up to date and accurate.
  - Produce, optimise and manage a positive web presence, which is easy to find and navigate, regularly updated and continually reviewed.
  - Track and analyse the effectiveness of digital marketing activity and provide weekly internal reports.
  - Assist in the creation of email campaigns, analyse and report results internally on a regular basis.
- Establish and build positive relationships with exhibitors, sponsors, and partners. Source and develop relationships with relevant event partners.

### **What you are good at**

You'll be a passionate marketer who is proactive and happy to think outside of the box. As well as this you will be:

- Degree educated in marketing or similar
- Methodical, organised and analytical
- Confident and communicative

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- A team player with a sense of humour
- Always raising standards
- A quick learner
- Able to juggle multiple campaigns as well as prioritising urgent tasks
- A confident writer, with an awareness of, and ability to adapt tone of voice for different channels and brands
- Creative with an eye for detail
- Experienced in a similar role as an intern or part of a degree course (desirable)  
Experienced using email service providers (preferably Adestra) and web content management systems (desirable)
- Experienced using Adobe Creative Suite or Canva (desirable)