**ABOUT JAA**

**CONTENT MARKETING ASSISTANT (Entry-Level)**

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JAA is the media agency for the underdog. Most advertisers have challenges with their marketing and media resources. We exist to help them take on the big dogs with larger budgets and help them win in the face of adversity. We believe that in it’s not about the size of a client’s budget, but the scale of their ambition. True to our underdog spirit, we’re no-nonsense, curious and gutsy. We deliver bite, by moving faster and thinking smarter.

We’re an independent agency and work with over 50 charities so a lot of our work is about supporting great causes, from the RSPCA to Woodland Trust and Centrepoint to Diabetes UK. Clients such as Garmin and Triumph Motorcycles keep us in the fast lane.

**THE OPPORTUNITY**

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This is an exciting entry-level opportunity for a motivated school leaver to join our team and learn about content marketing in the media industry. You will be working directly with our Senior Marketing Executive, Josie Espinosa, to support the agency's content creation and marketing efforts.

This role is perfect for someone eager to learn, develop their skills, and grow within the company. You will not be a cog in a corporate machine; you'll be part of a small team making a real difference.

We’re a member of the IPA and encourage employees to attend industry-wide events & courses.

**THE DAY TO DAY**

**THE DAY-TO-DAY**

* **Content calendar creation** - Assist Josie in the development of our content calendar
* **Brand guardian** - You will be responsible for using the JAA brand’s guidelines to create appropriate content
* **Content creation** – Develop eye-catching LinkedIn posts that include still imagery or video content that you will create using Canva
* **Blog uploads** - Support the upload of blog posts onto WordPress for review by the Marketing team
* **Social Media Savvy** – Create content for LinkedIn that grabs attention and gets people talking. We’re also looking to expand onto Instagram/TikTok/Threads so any experience in these platforms is a plus!
* **Presentation Assistance** - Help in designing PowerPoint presentations
* **Analytics Support** - Help to monitor content performance, keeping an eye on what's working and what's not
* **Teamwork -** Collaborate and brainstorm with the team on content ideas

**SKILLS AND EXPERIENCE**

* Basic understanding of social media platforms
* Familiarity with digital content creation (even if it's just for personal use)
* Experience with software such as Canva and WordPress would be beneficial, but training will be provided
* A good grasp of written English and attention to detail
* Enthusiastic and eager to learn about the media industry
* Ability to work well within a team environment
* A creative eye!

**THINGS YOU SHOULD KNOW ABOUT US**

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We are an equal opportunity employer. We value and actively seek out a richly diverse range of talent and have policies in place to ensure that every applicant and employee has the best chance to thrive here. All applicants will receive consideration for employment without regard to any characteristic protected by law.

**HOLIDAYS AND HEALTH**

* 25 days holiday plus bank holidays
* Flexible working opportunities (not fixed days in office)
* Personalised training program to develop technical, media and career competencies
* BUPA Employee Assistance Programme
* Bike to Work Scheme

**SEND US YOUR CV**