

## Marketing Associate

Vauxhall, London, UK

### The Details:

Rough Diamond Labs (RDL) brings innovative and disruptive ideas in the experience economy to market, furthering our mission to make the world a happier, healthier and better-connected place. We are currently developing a retail-based entertainment experience that is in stealth mode. Joining our team offers an incredible opportunity to join an entrepreneurial startup at a defining moment in its history- the public launch. This will coincide with opening our flagship Central London location in late 2018. The Marketing Associate would be the day-to-day manager of our brand and communications: developing the strategy, executing emails, writing press releases, and posting on social media. Rough Diamond Labs is located in Vauxhall, London.

We are on the lookout for people who want more than a job – they want to help build a company that disrupts an entire industry. With RDL you'll be given an opportunity to push your boundaries, to find out what you're capable of, to work with and learn from incredibly smart colleagues, and to enjoy the journey of building a business. Sound like something you can get on board with?

### The Job:

Reporting to the Head of Marketing, the Marketing Associate will be responsible for planning campaigns & communications; developing and implementing brand assets & voice; and executing communications directly and through relevant agencies. You will own and monitor RDL social media platforms and create content with contract specialists.

This position involves wearing many different hats: project planning, managing stakeholders, and getting things done. All of this will need to be achieved against challenging delivery timescales, with multiple moving parts. You'll get your hands dirty with tactical implementations and 'test and learn' approach to achieving growth.

### The Work:

- Create, plan and manage engaging communications & assets that align with our brand and overall campaign strategy
- Plan campaigns across multiple channels to enhance brand awareness, customer consideration and conversion
- Generate creative ideas for marketing and social campaigns that are on-brand and generate community buzz
- Use off-the-shelf comms systems for email (e.g. MailChimp), social (e.g. HootSuite) and CRM (e.g. HubSpot) to manage and deploy communications
- Interpret data measuring campaign success in order to do more of what is working, and less of what is not; report performance across the RDL team
- Regularly monitor and QA the Website, Blog and social media channels to ensure all content is accurate and in-line with current brand campaigns
- Build community and brand health by empowering brand ambassadors and responding to customer inquiries
- Manage photo & video partners and liaise with central team to efficiently manage content across channels
- Lead a culture of continuous innovation, big and small, to improve customer experience and profitability month-by-month

### The Traits:

You eat, breathe and sleep digital content. You understand what is popular, what is trending and why. You can unpick the strategy behind the best marketing campaigns. You have creative flair, are an out of the box thinker and are keen to build your career across a broad range of marketing disciplines.

You enjoy working as part of a fast-moving team and collaborate well with diverse personalities. You radiate positive energy, are passionate about the work you do and are a curious person with an interest in the experience

economy.

- Excellent verbal/written communication; strong writing and copy-editing skills a must
- Demonstrated ability to plan and execute marketing campaigns (digital or offline)
- Entrepreneurial spirit and willingness to learn
- Organised, high attention to detail, and able to prioritise
- Ability to remain calm, focused, and effective under stress
- Efficient from strategic thinking to execution
- Some travel and weekend work is required

**The Experience:**

- Relevant undergraduate degree
- 2+ years of relevant agency experience or experience in a start-up or fast-growing business in an executional marketing role
- Strong understanding of social media marketing (Facebook, Instagram, YouTube etc.)
- Experience with one or more communications platforms like ESPs (MailChimp, Constant Contact etc.), CRM systems (Salesforce, HubSpot etc.) and / or social media management tools (HootSuite, TweetDeck)
- Basic knowledge of website management (e.g. Wordpress, Squarespace, Wix) and web analytics (e.g. Google Analytics). Coding experience (HTML) is a plus
- Proven track record of success in producing, planning and executing engaging and innovative digital campaigns