



Job Description: Marketing Associate

Part Time: 10 hrs/week. Working from home, with weekly scheduled video meetings and in-person meetings when required (potentially fortnightly) at our LE16 office

Start Date: Immediate start

Period: Temporary. 6 month probation period, to be reviewed March 2022

Salary: £15/hr plus discretionary performance bonus

We are seeking a part-time Marketing Associate to:

- Quickly research and build up knowledge of our products and back catalogue
- Engage our current social media followers and customers with information about our products, promotions and offers
- Create and implement strategies to rapidly and significantly increase our social media followers and customers
- Explore and develop new online avenues to expose our catalogue to primary school teachers, both in the UK and internationally
- Monitor and join in teachers' conversations in chat groups of which we are already members, spotting threads that concentrate on musical productions and nativities, and promoting our company and products on these
- Seek out new groups to join, through which to promote our catalogue

Your Skills:

- You should be knowledgeable about the technical aspects and workings of social media platforms, identifying how and where to engage our key audience
- Experience in digital marketing and promoting on social media is preferred

Ideally you will:

- Have experience of music and drama in primary schools
- Have awareness of primary school teaching in general, especially the pressures, time constraints and workload of teachers
- Have a naturally engaging, conversational style of communicating across social media

Further Information:

Upon completion of the 6 month probation period, if you have proven to have had a positive impact on sales of our Christmas/Nativity catalogue, and have innovative and creative proposals for the promotion of our Spring and Summer term catalogue, there is the potential for promotion to a new role of Marketing Director.

How to apply:

Please submit your CV and letter of application to andrew@edgyproductions.com, outlining your interest in and suitability for this role. Closing date for applications 30/09/2021.

Short-listed candidates will be contacted thereafter with details of the interview process.

Edgy Productions Ltd www.edgyproductions.com Company no.4357849 VAT reg.861932019

Data Protection: Any personal information that Edgy Productions collects from you will be processed in accordance with the General Data Protection Regulations. Details of our Privacy Policy for personnel can be provided on request.