



Role: Marketing Assistant (Music & Culture)
Type: 5 days per week/ 5 hours per day/ 25 hours per week
Salary: London Living Wage
Working pattern: Monday - Friday/ Remote working with 2 days in the office
Office locations: Protein Studios, Shoreditch
Start Date: February 2022

Kickstart Scheme Application ID: KSD215A5A7

ABOUT WARM STREET

Warm Street has been built by a team of music heads who have a love for music and the cultures surrounding it. It's a mad thing when you get to do what you love everyday, make a difference and support the scenes you care about. We originally formed from businesses built within youth and music culture. Our past experience helped us become consultants, building brand identity and cultural sincerity. We're best known for our work with the likes of Red Bull Music Academy, Wray & Nephew, Magnum, Ballantine's and adidas. We are a social-first agency helping brands share their love for music.

WHAT WE ARE LOOKING FOR

We're looking for a Marketing Assistant to support the Culture Team, who lead the day-to-day relationships with our clients and make sure the right pieces are in place to deliver outstanding campaigns. You'll need to be organised with an eye for detail as well as passionate about music, culture and trends with an interest in social media and what makes content fire! You'll be interested in learning about a growing business and how and agency works with brands.

DAY-TO-DAY RESPONSIBILITIES

- Day-to-day operational and admin support to the Culture Team
- Support on general client management and reporting
- Support in preparing and creating decks/visual presentations for clients and/or partners. Support in attending meetings and note taking
- Research relevant to client needs, e.g. looking into relevant artists, communities, scenes and social pages
- Support the social team in building content plans and looking at copy and messaging for the monthly social calendar
- Work with team on the creative behind the content calendar
- Keep team updated with latest developments in social and content

- Pull together music trends reports to keep us ahead of the curve
- Support with product seeding (making sure the right people can try out the product)
- Support in building out marketing plans for campaigns and growing the customer base.
- Work with all teams for departmental content and communications.
- Support in creating new strategies for the internal company social channels

REQUIREMENTS

- Passion for music and social media
- Understanding of strong social content with knowledge of the latest social trends and content formats
- Fantastic attention to detail and organisational skills
- Great writing skills and communicator
- Collaborative worker who is able to work well as part of a team
- Proactive and adaptable, ability to embrace and respond positively to change
- Initiative, enquiring approach, resourceful
- Strong support mindset - willing to provide support and help the bigger team
- Ability to be open and transparent, fostering trust and being calm and supportive
- Highly motivated and strong sense of ownership of tasks
- Ability to quickly learn and work with new processes and systems
- Culturally aware and sensitive

OUR VALUES

It's a mad thing when you get to do what you love every day, make a difference and support the scenes you care about and that's what you get to do at Warm Street. We originally formed from businesses built within youth and music culture. Our past experience helped us become consultants, building brand identity and cultural sincerity.

We're not here to coast along with the traditional marketing industry model, we want to change the face of culture, do things no-one else will take a risk on and push our clients to positively impact people's lives. We want to make a big impact and this includes improving the diversity of our agency family, with representation at every level, and no more ASSUMPTIONS. We are a purpose driven company, and actively involve our team in defining how we can better support the cultures and communities we work with.

EMPLOYABILITY SUPPORT

We have developed a specific training programme giving young people hands-on experience on the job, running and marketing our own business and supporting the brands that we work with too. We'll be working with AAI EmployAbility to deliver wider training ensuring all Kickstart employees learn valuable skills they can carry into further employment.

These include:

Transferable Workplace Skills Training: AAI EmployAbility will provide a learning package consisting of personal contact, online tutorials, worksheets, and interactive content. Topics included: Attendance; Timekeeping/time management; Teamwork; Communicating with colleagues; Basic planning and problem-solving techniques; CV writing; Presentation of skills through cover letters, digital presence and

on the phone; Interview preparation. Certificates of completion/attendance will be issued.

Specific Training Courses: AAI EmployAbility will provide modular, certified learning modules consisting of online workbooks and courses. Certificate of completion will be issued. Some examples of topics (30 in total), which will be selected based on individual employee needs, include: Active Listening; Basic Internet Marketing; Sales and Customer Service Training for Telephone-based Workers; Effective Planning and Scheduling; Goal Setting; Managing Pressure and Maintaining Balance.

Individual Career Coach Consultation/CV building session: AAI EmployAbility will provide an online, hour-long session following receipt of the person's existing CV. Advice will be given on skills description and presentation of the individual so future potential employers can see how the person might meet their needs.

Warm Street will also provide monthly masterclasses – a mixture of sessions from inspirational figures within the industry as well as specific learning sessions including resilience and confidence.