



DIGITAL COMMUNICATIONS ASSISTANT

ABOUT

Established in 2003, London Design Festival is one of the world's most important and influential global annual design events. London Design Festival is a key constituent of London's Autumn creative season, alongside London Fashion Week, Frieze Art Fair and the London Film Festival. Its role is to celebrate and promote London as the world's design capital and gateway to the international design community. This year the Festival will run from 15-23 September 2018 with over 400 events and installations on offer across the capital, from a major exhibition programme at the V&A, citywide Landmark Projects, 300 Partners, 9 Design Districts, 3 Design Routes, and 5 Design Destinations.

THE ROLE

London Design Festival is looking for an enthusiastic, experienced and proactive Digital Communications Assistant to support our digital communications campaign pre, during and post the 2018 Festival. The role will involve working closely with the Communications Assistant, Partnerships Manager and Partner Co-Ordinator to successfully implement the development and delivery of a range of digital activities and deliverables across CRM, social media and the website. This role will report into the Group Head of Communications, providing key support in the office and during the Festival.

KEY TASKS

SOCIAL

- Creating, curating and customising all social media content and posting across the Festival channels (Facebook, Instagram, YouTube, Twitter + Google+) to continue growth and engagement.
- Managing the always-on strategy across social, and responding to all contacts.
- Owning the social media calendar across London Design Festival, including producing weekly and monthly reporting and analysis for the Group Head of Communications.

CRM

- Copywriting and creating the monthly e-newsletter programme, along with publishing and dispatching.
- Providing monthly reporting across CRM for the Group Head of Communications, monitoring open rates and engagement to continuously optimise and advise on future content.
- Growing the CRM database and building segmentation models to target consumer, corporate and partners.

WEBSITE

- Overseeing the London Design Festival website, processing and editing imagery and copy, liaising with third parties, troubleshooting with the Web Developer and monitoring site traffic and visits.
- Working closely with Sponsors and Partners to provide digital support for their marketing and digital teams and producing bespoke content calendars.
- Creating and maintaining relationships with external organisations, devising digital marketing contras, competitions and other collaborative opportunities.

KEY SKILLS:

- 2 years minimum relevant experience in a social or digital role.
- Professional experience managing Twitter, Instagram, Facebook, Google, Hootsuite & Tweetdeck.
- Experience in CMS (Drupal) and CRM systems, and confident working with a MAC, Microsoft Office, InDesign and Photoshop. Need to understand paid advertising on digital and Google Analytics.
- Proven copywriting & content creation ability, and naturally creative with an appreciation for art & design.
- Fluent English with excellent verbal and written communication skills.
- High energy, enthusiasm and a passionate attitude. Calm under pressure.

APPLY

If this sounds like you, please send your resumé and a one page covering letter with the subject **DIGITAL ASSISTANT** to: Jobs@londondesignfestival.com by **Sunday 25 February 2018**.

We look forward to hearing from you.