



The all-in-one solution for running events

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## Marketing Assistant

### About Helm

We're a rapidly growing global start-up software company based in Plymouth, Devon. We develop event management software for organisers of events around the world. So far, we've sold tickets in 64 countries, from small one-off events to large recognisable ones. We work to support organiser development and growth, providing access to a range of features that save them time and money. We develop features based on what our organisers ask for.

We're a small and agile team, we get the job done! We're creative people with a quirky sense of humour and like to celebrate our success.

### Job profile

The purpose of this role is to support the C team to carry out marketing strategies and tasks, including compiling, analysing and reporting marketing data.

Our target market is small to mid-size organisations (SMEs) across the world. We currently serve organisers in the UK, USA, Australia and Europe and have a clear expansion plan into new territories. As well as being comfortable reaching out to new leads and potential new organisers, you'll be well versed in maintaining good relationships with our existing organisers, making sure they have a positive experience using Helm.

Hundreds of new organisers are signing up to Helm each month and you will be leading the growth in conjunction with the wider team. You won't be phased by working with other team members to deliver on development goals, new feature releases and improving the usage of the Helm platform.

You'll be highly driven, comfortable working alone and as part of a team, reporting directly to the C-team.

You'll be driven, passionate, analytically minded and happy to roll your sleeves up when needed. You'll be resilient and proactive. You'll understand what working in a startup is like and won't be overwhelmed by constant change and development.

### Job description

- Supporting planning, developing, and executing of marketing campaigns
- Planning, writing, and evaluating high-quality marketing copy for campaigns, including blogs, support documentation, emails, and press releases

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- Researching market trends, demographics, pricing strategies, and other relevant information to help the directors develop marketing plans
- Maintaining the company's social media accounts, increasing our credibility with our organisers and the wider events industry
- Reporting on research findings, including written documents and presentations
- Supporting with the creation of growth, sales, and marketing plans and strategies to increase the company's revenues
- Supporting the sales, marketing and development teams with projects that engage our organisers, improve the platform, and help promote wider usage
- Supporting with sourcing new business and organisers (clients) through varied marketing channels, including AdWords, email marketing, lead generation, print marketing, trade shows and events
- Researching and reporting on current digital, marketing, and ticketing trends

### Person specification

Essential	Desirable
Experience in digital marketing	Experience in using SendGrid, MailChimp or similar email platform
Experience of writing in different mediums, such as blogs, social media and press releases (whether in a personal or professional capacity)	Experience in basic graphic design
Strong communication skills, including the ability to join in with technical conversations and present technical information to organisers in a clear and non-technical way	Experience in photography and using video
Excellent attention to detail and accuracy	Experience of working on industry-related projects
Experience with WordPress CMS	Working knowledge of HTML and CSS
Knowledge of website analytic tools, e.g. Hotjar and Google Analytics	
Ability to work as both as part of a team and independently and flexibly	
Well-organised with the capacity to prioritise and work across multiple projects without getting overwhelmed	
Ability to work well under pressure, meet deadlines, and make quick and effective decisions	
Passionate about the product and ambitious to achieve challenging company targets	
Courteous, helpful and humble - you work well in a team and work to drive others' success as well as your own. You're not afraid to give others credit and help them out	

Good knowledge of the GDPR and Data Protection Act and how this relates to your job	
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**Hours:** Full-time at 40 hours a week (8-4 with 30 minutes for lunch) or part-time at 16-24 hours a week. Please specify when applying.

**Salary:** £18-20k full-time (pro-rata for part-time)

**Location:** Plymouth, Devon

**Reports to:** CEO & COO

**Direct reports:** None

**Benefits:**

- Death in service benefit
- A more generous than standard maternity and paternity package (based on length of service)
- Contractual sick pay
- A ping-pong table
- Movie Thursdays – once a month we all watch a film together
- Beer, soft drinks, tea and coffee on tap
- We go out for breakfast or lunch together and have team days to celebrate our success

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