



BIMA are seeking a Marketing & Partner Assistant

About the role

BIMA, the UK's largest digital and tech community, is looking for a Marketing and Partner Assistant to promote the BIMA community and its busy schedule of events.

Working at the heart of the industry, you'll spend roughly 50% of your time raising awareness of the BIMA Membership and driving engagement in some of the biggest events in digital, including the BIMA 100, BIMA Awards, Digital Day and BIMA Conference.

For the other 50% of your time you'll be supporting our sponsors and partners. They are essential to the prestige of our events and the quality of the BIMA experience - so it's vital that we build even stronger relationships with existing partners and reach new ones.

Who you are

You'll be a proactive, dynamic person, someone who loves to be busy and looks to get stuck in. You'll have a minimum of 1 year's marketing experience, and you'll enjoy working in the digital tech space.

What You'll Be Doing

- Working with the marketing director to support all marketing activities, which include delivering a busy content and events schedule
- Assisting with the production of marketing materials and information relating to the work of BIMA and its members
- Liaising with BIMA partners and sponsors. Building/maintaining strong relationships and securing partner/sponsor buy-in for BIMA events
- Coordinating the production of a wide range of marketing communications, including a regular newsletter, CRM programme and regular social media output – where required
- Writing articles and blog content for social and the BIMA website
- Supporting the work of our councils, ensuring content is live on our site and regularly shared with the press
- Assisting with campaign creation
- Updating the BIMA website and ensuring our members have a voice on the platform
- Attending industry and member events
- Managing the day to day administration of the BIMA Mentoring Programme including all communication with mentees/mentors and assisting the Mentoring Council



Skills & Experience

- A degree in marketing (not essential but an advantage)
- Personable, presentable and articulate
- Effective project management skills
- Sound understanding of marketing principles
- Some copywriting skills and the ability to communicate ideas
- Computer proficient with Microsoft Office, Adobe InDesign and Adobe Photoshop is advantageous
- Strong administration and organisational skills