**Marketing Position**

3 month paid Internship into Permanent Position

Internship:  £1,000 per month  
Contract:   £19,000 per annum

Fantastic opportunity for a graduate with a relevant marketing (or similar) degree to join a small video production team. We are seeking a marketing assistant to develop internal marketing and client accounts, lead generation, analysis and reporting.

**ABOUT US**

Blueprint Film are an award winning video production company creating branded content, documentary film and social media campaigns. With clients ranging from global brands to social enterprises, we have the experience, ideas and passion to understand audiences and deliver fresh and engaging video productions.

Complementing our video production facilities, we also supply live video streaming services for sports and events, manage cultural events and produce original content in the form of feature length films.

Blueprint Film is a company that **love ideas**, we are able to translate complex briefs into **compelling content** thanks to our talented and devoted creative team and their diverse skill sets and backgrounds. We have the **enthusiasm and vision** to explore, innovate and create content that surpass client briefs and engage audiences. We are firm believers in removing the perceived boundaries surrounding digital content; instead of questioning whether it can be achieved, we find out how and when.

Successful video content is a powerful medium and can transform the way a company, product or charitable aim is conveyed. We want to help people harness that power.

We are based in Clerkenwell, Farringdon, a vibrant creative area that’s well connected and great place to work from.

**ABOUT YOU**

The successful candidate should be educated to degree level in Marketing (or similar). In addition, you will need excellent time and project management skills, strong communication and negotiation qualities and above all, an enthusiasm to co-ordinate the ‘nuts and bolts of marketing’.

We are looking for people who are really going to contribute and add value and not paint by numbers.
Essential

- To be innovative / creative / inquisitive to push forward new initiatives…and not fear failure
- A strong interest in emerging digital marketing techniques, technologies and trends
- An analytical mind, able to assess marketing campaigns and be adaptable if things aren’t going to plan
- Account management aptitude. You’ll need to be organised. And you’ll need to be nice!
- Able to co-ordinate and produce content for internal and client Social Media accounts
- Excellent writing skills, both formal and informal style

Desirable

- Basic production/design skills. Maybe you know your way around Photoshop, or make simple films for fun.
- Knowledge of Pay-Per-Click advertising campaigns
- Experience in delivering social media campaigns
- Confident personality to influence people in person, through written communication and over the phone.

ABOUT THE JOB

- The role will work closely with the team to develop and support our wider marketing campaigns, both internally and for our clients.
- Tailor our messaging to amplify our impact through social media and email campaigns and champion a data driven marketing approach
- The primary responsibility of this role is to develop and implement digital marketing plans to maximise the reach of all our work and support revenue generation targets

Social Media

- Oversee our corporate social media presence maintaining a consistent tone of voice and act as the voice of the organisation online
- Daily management of all Blueprint Film social media channels
- With assistance from our content team, produce all marketing content
- Grow our following and increase conversion rates across multiple social media platforms
- Monitor online conversation around subjects relating to our work, engaging with online audiences and responding to website and social media commentary as appropriate
- Manage and deliver client social channels

Email Marketing

- Act as the organisation’s source of expertise on its email campaign management system (MailChimp)
- Produce compelling email campaigns to drive action and deliver results to support our marketing strategy
- Manage the organisation’s mailing lists and advise on growing these lists

**Advertising Campaigns**
- Act as the organisation’s source of expertise on all PPC campaigns
- Produce our campaigns, including campaign optimisation, reporting and analytics
- Monitor and develop partnership opportunities to drive referral traffic
- Manage and deliver client campaigns

**Other**
- Regular reporting on website analytics for specific programmes and projects for our projects to highlight current performance and support the identification of future opportunities
- Blog writing - creating article ideas and producing content around it.

**APPLICATION DETAILS**
Please send your CV and a covering letter (including your contact details) to jobs@blueprintfilm.co.uk

These, together, should outline previous similar experience to the role and how you meet the essential requirements.

If you have any questions you should also direct them to us using the above address by Friday 29th June, 5pm. All questions will be outlined and answered on the job advertisement page, on our website, www.blueprintfilm.co.uk by Friday 29th June.

Application Deadline: 30th June 2018, 5pm