



## **Job Description – Marketing Assistant: Design**

<b>Reports to:</b>	The Head of Marketing
<b>Location:</b>	Wave Project Head Office, 6 Fore Street, Newquay, TR7 1LN.
<b>Salary:</b>	£17,062
<b>Hours:</b>	37.5 hours per week.
<b>Annual Leave:</b>	20 days plus public holiday allocation

### **Purpose of job**

To support the Head of Marketing in all aspects of design. Under the supervision of the Head of Marketing, the postholder will:

- Curate and schedule print and digital content for the charity in line with our Marketing Plan
- Design and produce collections for our clothing brand
- Design and print of all Wave Project paper printed material
- Support staff in ensuring a consistent look and feel of the Wave Project brand.
- Design marketing materials as directed
- Review photographs and ensure all published material meets our confidentiality and image consent obligations.

### **Key Responsibilities:**

#### **1. Design**

- Coordinate the design, print and allocation of all printed materials including paper prints, textile prints and marketing materials
- Work alongside the Retail Manager to schedule the seasonal supply of Wave Project merchandise for both the physical and online shop
- Work collaboratively alongside the Retail Manager to keep track of bestselling designs and work adaptively to expand and continue bestselling collections
- Work alongside the Retail Manager and Marketing Assistant to survey the database regarding the contents of the online shop and work adaptively following the results

- Coordinate photoshoots in a timely manner in order to best display our seasonal garments via the look book and in store
- Design all Wave Project paper printed materials to adhere to a consistent brand look and feel.

## **2. Marketing Support**

- Support the Head of Marketing in all relevant tasks relating to the Marketing Plan
- Support with the coordination and look / feel of key events
- Report and update regularly on progress of marketing outputs
- Maintain and update the Wave Project database including all supplier information for all print related partnerships, where required.

## **3. General Duties**

- Support the charity at key events as requested
- Provide assistance with the retail and online shop as required
- Act as an ambassador for The Wave Project at all times.
- Undertake any other duties in line with the above.
- Support other members of the marketing team, as directed by the Head of Marketing.