



TRAVEL RADAR[®]

MARKETING ASSISTANT RECRUITMENT PACK | KICKSTART SCHEME



LETTING
TALENT
TAKEOFF

ABOUT THE ROLE – MARKETING ASSISTANT

We are currently seeking two Marketing Assistants to join our growing marketing team. In this role you'd be completing work such as:

- Help with administrative tasks to ensure the functionality and coordination of the department's activities: Such as social media planning grids or communication databases;
- Support marketing executives in organising various projects and campaigns for web and social media;
- Help conduct market research and analyse trends/behaviour (for example growth in followers and website visitors);
- Prepare reports on social media growth, 'likes' and 'follower' growth;
- Assist with creating posts for social media and scheduling them (Instagram, TikTok and Twitter);
- Compose and post online content on the company's website: Such as company announcements and news;
- Communicate with journalists and the public to build relationships with our readers and partners.

In this role you will be based in our busy Editorial/News Team working alongside 10 other marketers. Your time will be spent between three Marketing Teams: Digital Marketing, Social Media and PR/Communications. You'll learn skills in each area of the business, with a chance to undertake additional time in your favourite department/role!

Throughout the placement you'll grow strong marketing skills including using Google Analytics, Hootsuite Social Media scheduling, preparing Instagram Stories and TikTok

Videos, research, writing copy and analysing trends/data. By the end of the Kickstart Scheme, you will be equipped to take on Marketing/Communications/Social Media roles within the creative industry, or join the Travel Radar team as a fully fledged Marketer. If you're looking to get involved in the marketing field, this is an excellent opportunity to get started.

Travel Radar is a disruptor in the Aviation & Air-Travel space. Since our origin in 2015, originally as a community Facebook page, we've provided the highest quality news and industry analysis, becoming one of the leading sources of Aviation & Travel news available online. What was originally a one-man band has since evolved into an air-travel media brand, reaching more than 20 million users per month, and amassing over 300,000 followers across social media. Today, we have a team of 100+ travel-gurus, AvGeeks and journalists bringing a 24/7 stream of content via our online channels.

We're on a mission to change the way people see travel, from AvGeeks through to Frequent Fliers, right to the everyday traveller (all 4-billion of them annually) we aim to help people maximise the most of their journey, find out the latest news, and travel smarter.

Hours Per Week: 25hrs

Days Per Week: 3-5 days

Working Location: Hybrid (Office based in London & Remotely from Home)

Note: You will have the option to work 100% from our Office in London or 100% remotely if this is preferred.

Reports to: Chief Brand Officer

Pay: National Minimum Wage – Rates per hour dependent on age:

	23 and over	21 to 22	18 to 20	Under 18	Apprentice
April 2021 (current rate)	£8.91	£8.36	£6.56	£4.62	£4.30
April 2022	£9.50	£9.18	£6.83	£4.81	£4.81

WHY JOIN TRAVEL RADAR?

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Having worked with Travel Radar for just over 1 year, I have met so many lovely people who all strive to better themselves and develop.

“I joined Travel Radar in May 2020 during the first lockdown in the UK as a result of the COVID-19 pandemic. I wanted to give some of my time to a company that I felt contributed heavily to an industry I feel passionate about. Since then I've been given countless opportunities building my skills up to the role of COO.

JASON APPLEBY
Chief Operations Officer



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“

Travel Radar has given me so many opportunities and experiences, I've truly mastered the art of videography.

Branching out into the world of videography can be extremely difficult, especially for a previously hobbyist camera-operator like myself. However the training and experience provided by Travel Radar has been great in turning me into a fully fledged videographer.

STEPHEN STACEY
Videographer



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 @THETRAVELRADAR



We want to show you the utmost of appreciation for your work with us here at Travel Radar. Alongside your pay, you will receive an extensive Perks Program:



The Software You Need

We supply free software packages to all of our team including access to Canva Pro, Grammarly Premium and Microsoft Office 365.



Discounts Program

We have teamed up with a discounts provider to supply all of our volunteers over 3,000 discounts at a range of high-street retailers like shops and gyms.



Events & Travel Opportunities

As a media organisation we're constantly attending conferences, events, exhibitions and airshows. Why not consider putting your name forward to go?



Progression Opportunities

Want a chance to progress and level-up your career? As a rapidly growing organisation you may be offered a full-time role at the end of the scheme!



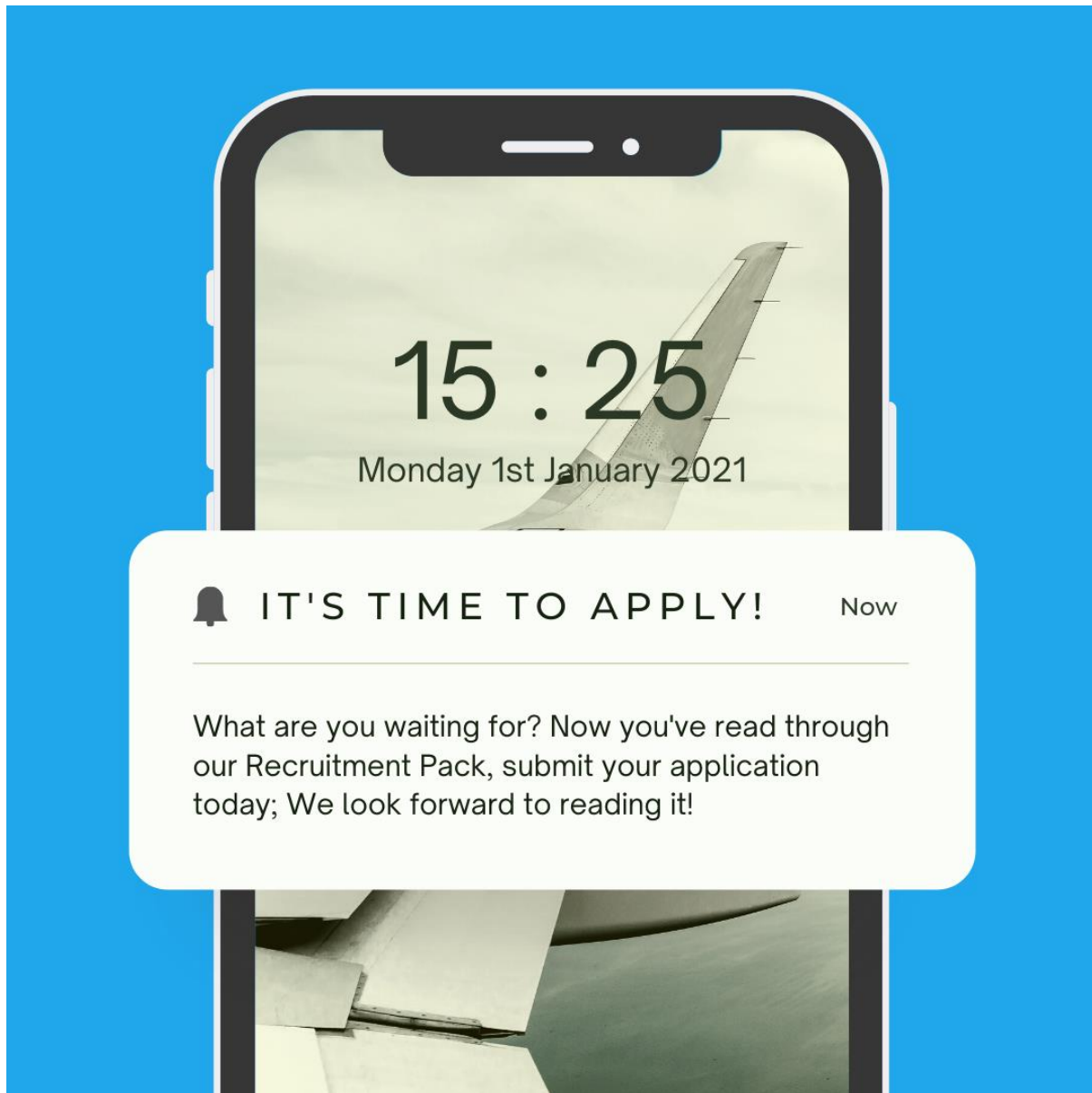
Training & Personal Development

Benefit from our range of internal training programs from Management Courses to new skills such as graphic design.



Flexible Working

All of our roles are based around an hourly commitment per week but how you put those hours in is up to you, including where you work!



To apply for this role please send a copy of your most recent CV and a short paragraph about why you are the best candidate for the position to: kickstart@travelradar.aero

We aren't looking for the perfectly formatted CV or paragraph - just something that clearly includes your past experience, passions and a little bit about you!