

Marketing placement student job description

Job title:

Marketing Assistant (One-year placement)

The company

Fathom is a world-leading consultancy specialising in the global economy, financial markets and geopolitics. We provide independent, data-driven research and bespoke consultancy for clients in government, corporate and financial institutions, and policy groups. Our offices are in Hoxton in London, near Old Street tube station.

The company culture is intelligent and proactive, encouraging contribution to lively debates, yet relaxed, friendly and flexible, and allows a good work/life balance. To find out more, please visit our website: www.fathom-consulting.com/.

Job description:

The marketing assistant will be involved in all aspects of brand, marketing and PR for the company, working closely with the people responsible for both website & brand and PR & marketing.

Duties will include helping with the following:

- Marketing both of the company as a whole and for specific reports and research
- Supporting PR activity
- Creating and scheduling social media content on X and LinkedIn
- Maintaining Google Analytics website traffic reports, analysing social media engagement, and research readership
- Updating contact details on the company CRM and producing reports and dashboards
- Updating content on the company website, assisting with the creation of landing pages, as well as involvement in development work on the website
- Organising, promoting and running events; both in person and virtual
- Managing incoming business enquiries and assisting with business development including proposals

A background in economics or finance is not needed or expected, but a keen interest in topical global issues is essential.

Marketing placement student job description

The candidate:

We are looking for someone with attention to detail, a creative eye, and an enthusiastic attitude. You should be a team player and a quick learner who enjoys using your own initiative. You should be studying for a marketing or marketing-related bachelor's degree which includes a year's placement and be on track for a 2:1 or higher.

Skills:

Essential – Microsoft Office – Word, Excel, PowerPoint

Nice to have – knowledge of CRM (Microsoft Dynamics), Google Analytics, WordPress websites, Hootsuite, Adobe Illustrator and InDesign

Salary:

£24,000 pa

Length of placement:

One year from summer 2024 – exact date tbd

Location:

Hybrid working: half at home, half in our offices near Old Street.

Deadline for applications:

Wednesday 31 January 2024.

Virtual interviews will be held early in the New Year.

Please apply by sending us a CV and covering letter via the Fathom Consulting website:
<https://www.fathom-consulting.com/working-at-fathom/>



Fathom Consulting
47 Beviden Street
London
N1 6BH
Tel: +44 (0)20 7796 9561



Contact information
careers@fathom-consulting.com
www.fathom-consulting.com